

BRIDGING WOMEN TOGETHER: NEXT LEVEL LEADERSHIP



Program presented by Tonya Tiggett



Do you have a **MENTOR?**



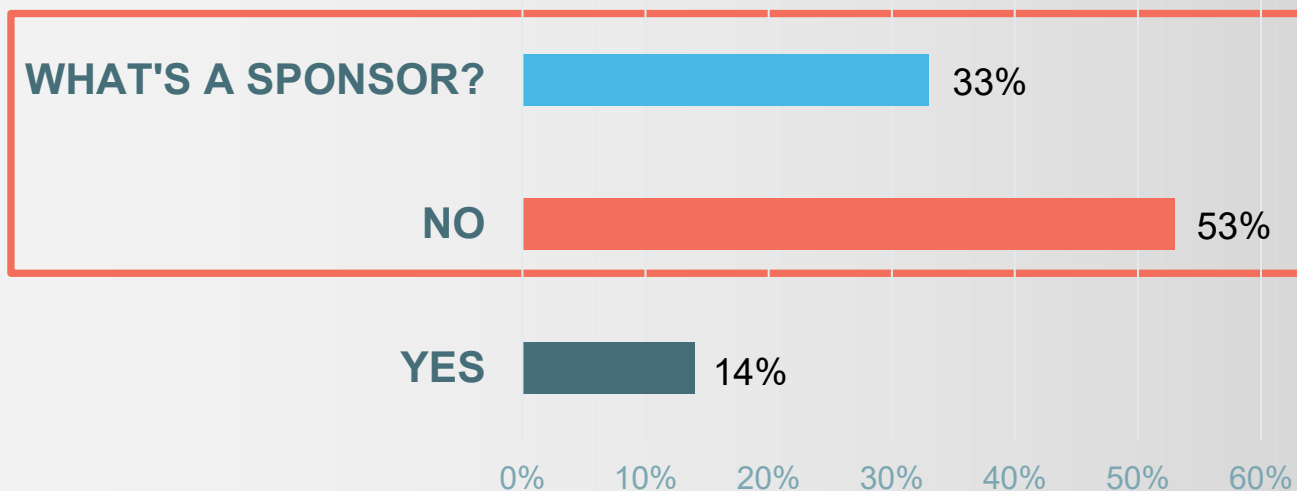
Do you have a
SPONSOR?





Do you have a SPONSOR?

1,300 Responses



SPONSOR? MENTOR?

What's So
Important About
Either?









What Are **NEXT LEVEL BEHAVIOIRS** in Your Opinion?

EQ / EI Empathy Strategic Thinking MENTORING





**BOTH
MENTORSHIP
AND
SPONSORSHIP
ARE
NEXT LEVEL
BEHAVIOIRS**

ONLY ONE GETS YOU NEXT LEVEL OPPORTUNITY

FASTER!



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NEXT LEVEL LEADERSHIP

1

ADVOCACY

Championing Your Self &
Championing Others
to Bridge Opportunity

2

MINDSET

Developing Curiosity
to Foster Next Level
Leadership



NEXT LEVEL LEADERSHIP

1

ADVOCACY

Championing Your Self &
Championing Others
to Bridge Opportunity

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Developing Curiosity
to Foster Next Level
Leadership



Where Are You in Your **CAREER?**





NEXT LEVEL LEADERSHIP



Let's Begin to Uncover More about Your Career!

- 1 Describe what you currently do for a living? (what, how, who does it impact, and why do you do it)

- 2 How long have you been in your role and at your job level?


- 3 How do you feel about what you do, your role, and length of time in it? (energized, bored, indifferent, excited, etc.) Why do you feel this way?

- 4 How would you like to feel and what difference would that feeling make?

- 5 What is one thing that would stretch you in your career AND that would leave you feeling _____ ?
(insert desired feeling in blank from question 4 above)




Let's call this your career-stretch-goal



**Write your
FEELING
(in BIG FONT)
from question 3
on the sticky note
provided at your
table.**





**Write your
FEELING
(in BIG FONT)
from question 4
on the sticky note
provided at your
table.**





What's So
Important
about this topic?



MENTORSHIP

Gives Us...





SPONSORSHIP

Increases the Odds to...





What Is **MENTORSHIP?**



VALUE OF BOTH RELATIONSHIPS

MENTORSHIP

SPONSORSHIP

VS

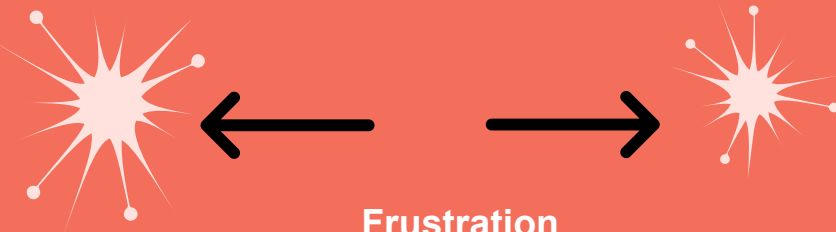
Mentor = Advisor

- Give
- **Hierarchical relationship**
- Experienced person
- Supports you with low risk
- Builds your confidence
- Offers shoulder to lean on
- **Expects little to nothing in return**
- **You're NOT the mentor's brand**

MENTORSHIP ONLY IS UNINTENTIONALLY STAYING STUCK



STATUS QUO



Frustration

Apathy / OK

Lowers Confidence

That “meh” Feeling

Depression

Undervalued

Less Influence





**You are
FEELING**

**about your
career currently.**





What's So
Important
about this topic?



86%

WITHOUT SPONSORSHIP
OR
WITHOUT AWARENESS

**What if women
before us never
leveraged
sponsors to
shatter the
status quo?**

**WHERE
WOULD WE
BE?**

What Is **SPONSORSHIP?**





SPONSORSHIP

is an important tool





SPONSORSHIP

is a career lifeline



VALUE OF BOTH RELATIONSHIPS

MENTORSHIP

GOOD.

VS

SPONSORSHIP

GREAT!

Mentor = Advisor

- Give
- Hierarchical relationship
- Experienced person
- Supports you with low risk
- Confidently give advice and information, you do with at will
- Offers shoulder / ear with no expectation of action
- Expects little to nothing in return
- You're **NOT** the mentor's brand

Sponsor = Talent Scout

- **Invest**
- Alliance and loyalty, reciprocal
- (Senior) Person with clout
- Encourages risk
- Confidently advocate for your growth and find you opportunity
- Bets on you, pushes you with more at stake
- Expects a return from you
- **You ARE your sponsor's brand**



**You are
FEELING**

**about your
career stretch goal**



It's the
to a
BIGGER
show



SHATTER ~~STATUS QUO~~



BRIDGING OPPORTUNITY



HOW DO YOU GET THERE?



Bridging Women Together: Next Level Leadership



WE BRIDGE THE GAP



TRANSFORMATIONAL LEADERSHIP



99%

Securing Sponsorship

6 of 10



Achieved over 75% of targeted
career goal in less than a year

INTENTIONALLY BUILDING A PATH FOR OTHERS AND YOU



LET'S **INTENTIONALLY** BRIDGE GAPS



CHALLENGES

What challenges or obstacles are you up against to achieve that stretch goal?

WHY?

Why do you say these are challenges or obstacles?

FIRST STEP

What is a first step to begin to overcome one obstacle?

PROGRESS

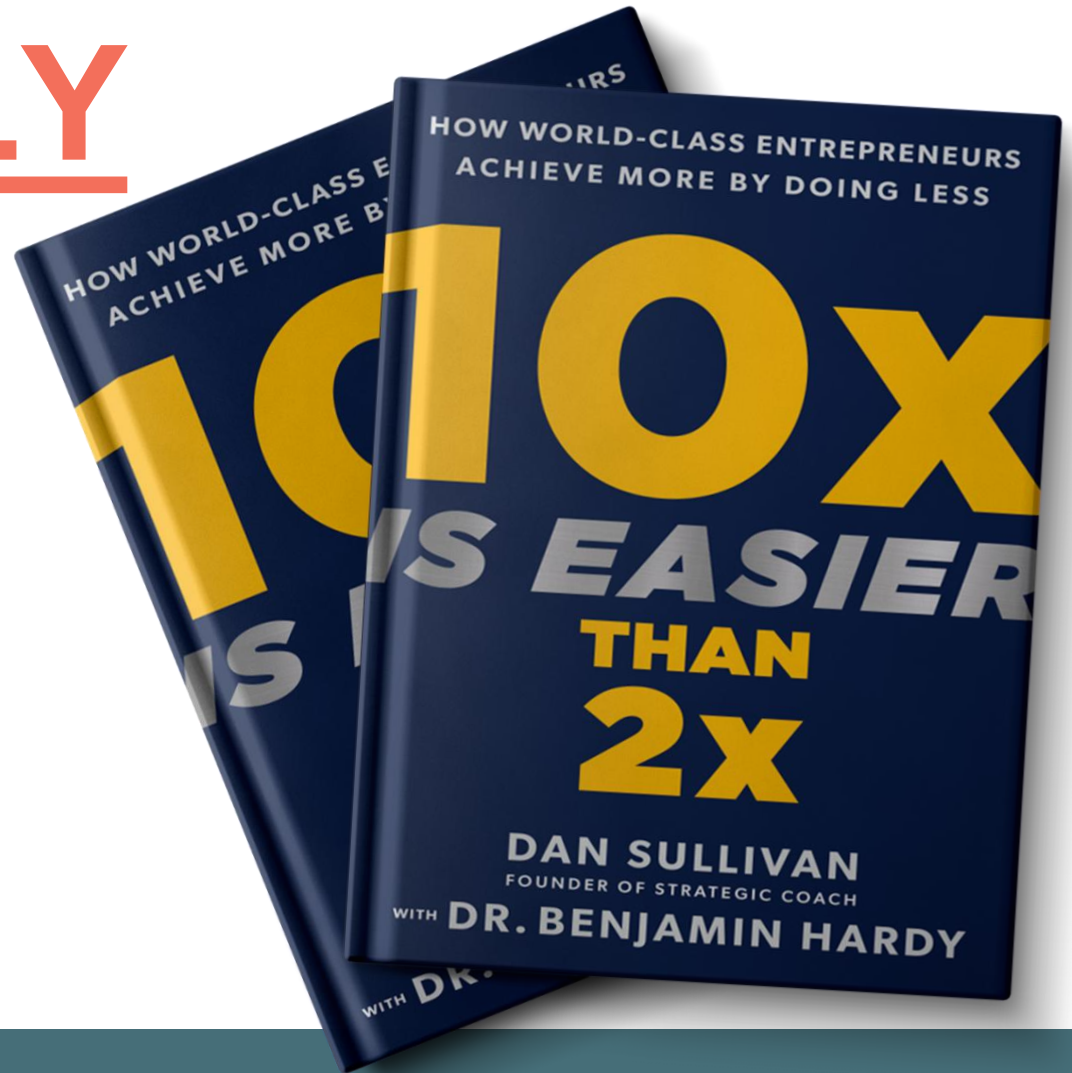
What is one sign/indication you're making progress?

FEELING

Imagine you've made progress, how would you feel?

LET'S 10X!

SPONSORSHIP IS REALLY BIG (INTENTIONAL) LEAPS!



LET'S TAKE AN INTENTIONAL



LEAP!

CHALLENGES

What challenges or obstacles are you up against to achieve that stretch goal?

WHY?

Why do you say these are challenges or obstacles?

FIRST STEP

What is a first step to begin to overcome one obstacle?

PROGRESS

What is one sign/indication you're making progress?

FEELING

Imagine you've made progress, how would you feel?

LET'S 10X!

Who or what would help you 10X your career stretch goal?

WHO'S BRIDGING THE GAP?



86%
OPPORTUNITY!

What if women
NOW leveraged
sponsors to
shatter the status
quo?

**WHERE ARE
WE GOING
NEXT?**

A photograph of a rustic wooden suspension bridge crossing a calm river. The bridge is made of weathered wooden planks and is held up by numerous vertical ropes. The surrounding area is lush with green vegetation and trees. The word "MENTORSHIP" is written in large, white, bold, sans-serif capital letters across the center of the image.

MENTORSHIP



SPONSORSHIP

WHO WILL BRIDGE THE GAP FOR YOU?





**1. SHARE YOUR INFORMATION
FROM STICKY NOTES WITH
TABLE.**

(2 MINUTES MAX)

**2. TABLE PARTNERS OFFER
SOMETHING ACTIONABLE**

(2 MINUTES MAX)



SPONSORSHIP IS **BIG** LEAPS!



A hand is shown placing a yellow arch-shaped block onto a bridge structure made of wooden blocks. To the left of the bridge, a wooden figure stands on the ground. The background features a blue and white geometric pattern at the top and a solid blue bar at the bottom.

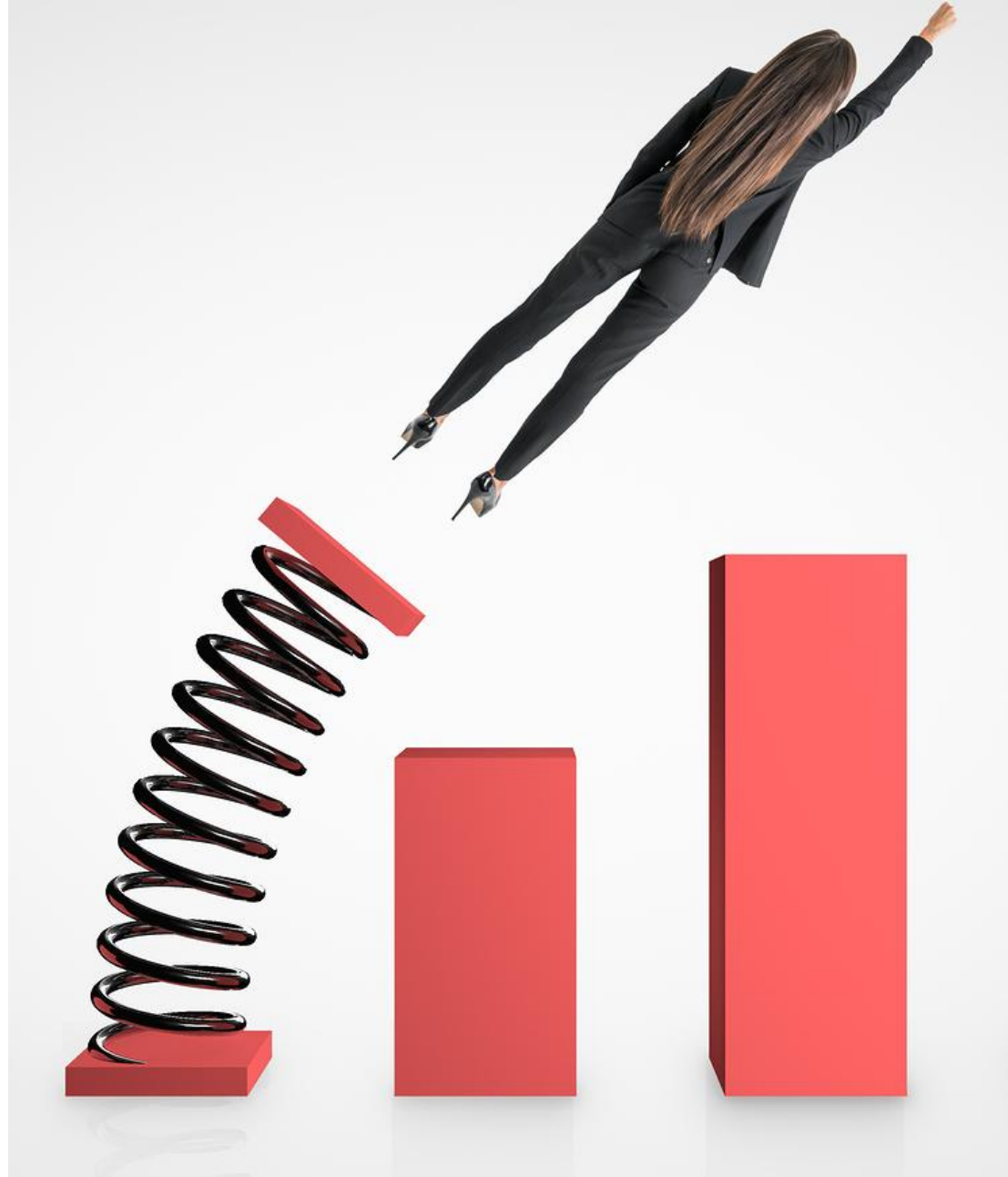
BRIDGE the NEXT LEVEL Now

Now You're
Ready for the

BIG

(INTENTIONAL)

**NEXT LEVEL
LEAP!**



**30
MINUTES**



BRIDGING WOMEN TOGETHER: NEXT LEVEL LEADERSHIP



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LET'S CHECK
IN AGAIN...



Do you have a
MENTOR?



Do you have a
SPONSOR?



SPONSORSHIP IS **BIG** LEAPS!



What's so important about having a **SPONSOR?**





BRIDGES OPPORTUNITY FASTER AND WITH IMPACT

20% MORE LIKELY TO BE PROMOTED

38% MORE LIKELY SEEK AND GET RAISE

44% MORE LIKELY TO SEEK AND GET
IMPORTANT PROJECTS

65% HAPPIER WITH ADVANCEMENT RATE

85% MORE LIKELY TO STAY WORKING

Source: Hewlett, "Forget a Mentor Find a Sponsor" and
The Center for Talent Innovation



What's So Important about this topic?



WE **BRIDGE** THE GAP FOR OURSELVES AND OTHERS



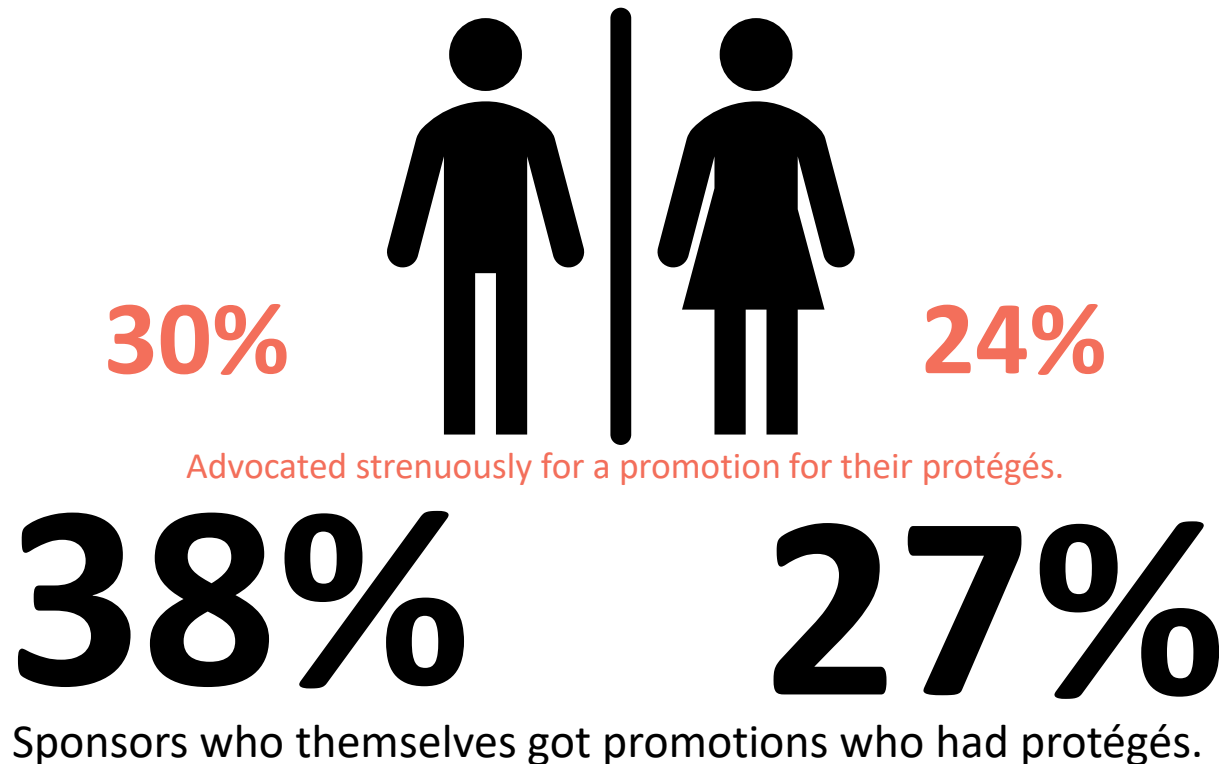
FAST-TRACKING CAREERS

CHAMPION
A PROTEGE



CHAMPIONING OTHERS

THE SPONSORSHIP EFFECT



SPONSORSHIP INTERVIEW GUIDE

Sponsorship: Your Interview Guide

**BRIDGING WOMEN TOGETHER:
NEXT LEVEL LEADERSHIP**

Congratulations on arriving at this stage of your **Women's Leadership Program** experience!

Your final assignment is to interview a senior leader (who we call a Career Coach in this case) within your company to uncover how (s)he has strategically and organically formed and cultivated mentorship and sponsorship relationships that have been of benefit to the career path and fulfillment of this senior leader.

To begin your journey, follow the 5 STEPS below:

STEP 1 Review the questions below and select the top 5 questions that you feel would be of most value to you as it relates to accomplishing your career goal(s). (Note: This may be the same goal you recorded during your event program, or it may be a completely different goal.)

NOTE: You also have blank space below to come up with two customized questions on your own under "Other."

STEP 2 Be prepared to conduct a 30-minute conversation, a.k.a. interview, to discover all you can about mentorship and sponsorship.

Fill in the boxes below with a number between 1-5 to indicate the order of your top 5 questions to pose to your Career Coach.

Select among the questions below for your 30-minute interview of your senior leader Career Coach.

<input type="checkbox"/>	Who has been the most influential mentor for you and why?
<input type="checkbox"/>	What makes someone an effective and ineffective mentor or sponsor?
<input type="checkbox"/>	How did you know someone would go to bat for you in your career? In what way?
<input type="checkbox"/>	Do you currently sponsor anyone? Can you talk about how that relationship came about? What do you expect of your sponsee?
<input type="checkbox"/>	Do you have a sponsor currently? What has your sponsor expected of you?
<input type="checkbox"/>	Did you ever think someone was a sponsor or champion for you and it turned out they weren't? What happened and what lesson did you take from that?
<input type="checkbox"/>	How has a mentor or sponsor directly impacted: your career mobility, your network, and/or your political savvy?
<input type="checkbox"/>	My immediate career goal is _____. Who would you advise me to interview about their career path as a role model for what I desire to do / achieve?
<input type="checkbox"/>	Other:
<input type="checkbox"/>	Other:

HIGHLY RECOMMEND AS Q5!



Sponsorship: Championing Others for Next Level Opportunity

Think about people on your team, people involved in your volunteer activities, or people on your project teams. Who stands out as being a leader or as having leadership potential among these groups above?

List the person's name below and use the checklist to evaluate this person in each situation.

1. My team (direct reports under you or your peers who report to your same manager):

- ☐ High performer
- ☐ Committed to the task and / or organization
- ☐ Loyal to me and / or advocates for me
- ☐ Desires to learn and / or take on new tasks
- ☐ Follows through on assignments
- ☐ Takes tasks off my plate

- ☐ Brings me opportunities, new connections, or expands my world
- ☐ Demonstrates integrity and is trustworthy
- ☐ Represents diversity in some way that is different from me
- ☐ Values align with mine overall

2. My project team (indirect reports under your project supervision or your peers who report to your same project or program manager):

- ☐ High performer
- ☐ Committed to the task and / or organization
- ☐ Loyal to me and / or advocates for me
- ☐ Desires to learn and / or take on new tasks
- ☐ Follows through on assignments
- ☐ Takes tasks off my plate

- ☐ Brings me opportunities, new connections, or expands my world
- ☐ Demonstrates integrity and is trustworthy
- ☐ Represents diversity in some way that is different from me
- ☐ Values align with mine overall

3. My volunteer activity colleague:

- ☐ High performer
- ☐ Committed to the task and / or organization
- ☐ Loyal to me and / or advocates for me
- ☐ Desires to learn and / or take on new tasks
- ☐ Follows through on assignments
- ☐ Takes tasks off my plate

- ☐ Brings me opportunities, new connections, or expands my world
- ☐ Demonstrates integrity and is trustworthy
- ☐ Represents diversity in some way that is different from me
- ☐ Values align with mine overall

How have you advocated for the advancement of each person listed?

WHY have you advocated for each of these people and what's in it for you?

What's the legacy you wish to leave with each of these relationships?

CHAMPIONING OTHERS

YOUR GUIDE



THREE SPONSORSHIP TIPS

1

Cultivating sponsorship = mentor building = time.

Do they know your strengths? How do you know that they know?

2

Be specific on what you need from your sponsor and be clear on what they expect from you / of you in return.

Be open to feedback directly and constructively.

Help them by helping yourself to get out of your own way.

3

Be curious: interview others!



and **THREE more** SPONSORSHIP TIPS



① **Questions I wish I would have known...**
...to ask 20 years ago

② **Can You Be Attached to Growth/ Exploration-?**
Maybe something isn't part of your "Plan"- what if there's a better one?!

③ Be informed **ACCURATELY** on what will fast track your career
then strategically pursue your sponsors

WHAT QUESTIONS DO YOU HAVE?

