MENTORS & SPONSORS

DEVELOPING YOUR PERSONAL ADVISORY BOARD
DARING GREATLY MEANS THE COURAGE TO BE VULNERABLE. IT MEANS TO SHOW UP AND BE SEEN. TO ASK FOR WHAT YOU NEED. TO TALK ABOUT HOW YOU’RE FEELING. TO HAVE THE HARD CONVERSATIONS.

BRENE BROWN
C.A.B.
MENTORS VS. SPONSORS

MENTORS

• Shares information about his/her career path as well as provide knowledge, resources, guidance, motivation, emotional support and role modeling with their mentee.

• ADVISE

SPONSORS

• Senior level professional invested in YOUR career success who is willing to stake their reputation and credibility on your ability to produce results and add value to an organization or project.

• ADVOCATE
A mentor can guide you to the right doors.

A sponsor will help you open them—even knock them down.

Penny Wrenn, Forbes 2013
THE SPONSOR EFFECT

WITHOUT A SPONSOR

• 43% of men; 36% of women will ask for a stretch assignment.
• 67% of men; 70% of women will NOT ask for a raise.

WITH A SPONSOR

• 56% of men; 44% of women
• Nearly half of men; 38% of women will ask/negotiate a raise.

Founder/CEO, Center for Talent Innovation, Founder, Hewlett Consulting Partners LLC.
STRATEGY

- High performance
- Tackle big challenges
- Prove your worth
- Ability to deliver excellent results
- Make your value visible
WOMEN ARE OVER MENTORED AND UNDER SPONSORED

Two + One Rule

Women = 3x Mentors

Men = 2x Sponsors
FAILURE IS AN IMPORTANT PART OF YOUR GROWTH AND DEVELOPING RESILIENCE.

DON’T BE AfRAID TO FAIL.

MICHELLE OBAMA
LET'S TALK