

A MINI GUIDE ON HOW TO

# Build an Effective Sponsorship Program

**Mentorship alone is not enough to drive career mobility.**

Sponsorship is the key to advancing underrepresented talent into leadership roles.

*This guide provides a foundational approach to implementing a sponsorship program that delivers measurable impact.*

# A MINI GUIDE TO BUILDING AN EFFECTIVE SPONSORSHIP PROGRAM

## DEFINE THE PURPOSE & GOALS

- Clearly differentiate sponsorship from mentorship in your organization.
- Establish key objectives: increasing leadership diversity, improving retention, and creating access to career opportunities.



## DEVELOP PROGRAM MESSAGING

- Communicate the benefits of sponsorship to senior leadership and potential sponsors.
- Highlight how sponsorship can strengthen both individual careers and organizational succession planning.



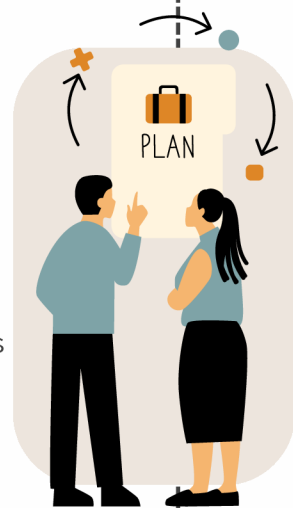
## ESTABLISH CRITERIA FOR PARTICIPANTS

- Define who qualifies as a sponsor (senior leaders with influence, commitment to advocacy).
- Set eligibility requirements for protégés (high-potential employees ready for advancement).



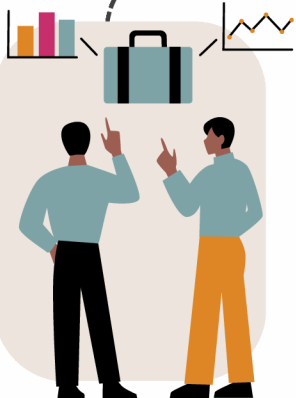
## DETERMINE THE SPONSORSHIP PROGRAMMING

- Provide training for sponsors and training for protégés to start the program.
- Set expectations for regular sponsor-protégé meetings and career development discussions.
- Provide opportunities for sponsors to collaborate with other sponsors, and protégés to collaborate with other protégés.
- Provide resources for sponsors and protégés to review when needed.



## TRACK & MEASURE SUCCESS

- Implement pre-, mid-, and post-program surveys to assess impact.
- Monitor promotions, career progression, and retention rates of protégés.
- Collect qualitative feedback to refine the program over time.



## Sponsorship transforms career trajectories and strengthens leadership pipelines.

Ready to build a sponsorship program?  
Contact us for customized support and strategy.