

# 8 ACTIONABLE STEPS TO ATTRACT AND ENGAGE CAREER SPONSORS

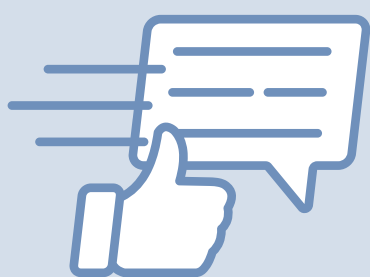
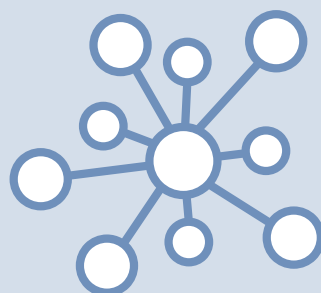


## 1) Define Sponsorship

- Understand that a sponsor is a champion who advocates for you in rooms you're not in. They use their power, credentials, and network to bring your ideas to the table.
- Differentiate sponsors from mentors and coaches: sponsors actively promote your visibility, not just advise you.

## 2) Reflect on Your Network

- Write down who's in your circle: mentor, coach, advisor, or sponsor.
- Ask: What's missing from that relationship?
- Think about how someone could move from mentor/coach to sponsor.



## 3) Build Trust & Credibility

- Deliver consistently: meet deadlines, show professionalism.
- Demonstrate initiative and passion for projects.
- Seek and apply feedback to show you're coachable.

## 4) Identify Potential Sponsors

- Look within employee resource groups, affinity networks, and cross-functional teams.
- Consider who has access to decision-makers and influence in the organization.
- Start with people who share similarities or have navigated paths you want.



## 5) Make the Ask

- Ask for an action, not a title: the ask is not "Will you be my sponsor?"
- Be specific: ask for advocacy or opportunities that increase your visibility (e.g., stretch work, senior exposure, key introductions)
- Link to value: explain how this action supports team goals, impact, or leadership priorities

## 6) Engage Through Opportunities

- Accept introductions, stretch assignments, and nominations.
- Use these chances to prove your skills and reliability. Show gratitude for each opportunity.
- Sponsors may open doors, give opportunities, or advocate for you in reviews and meetings.



## 7) Maintain the Relationship

- Keep sponsors updated on your progress (monthly, quarterly, or during one-on-ones).
- Let them know how opportunities helped you grow.
- Thank them and acknowledge their role in your success.

## 8) Plan Ahead and Pay It Forward

- Track positive feedback and project successes for future references (like MBA applications).
- Think long-term: who can help you reach the next stage?
- Pay it forward: sponsor others as you advance.



Sponsors accelerate success.  
Take action now to attract, engage, and sustain these powerful relationships.