



# Sponsor Ready

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PROGRAM INTRODUCTION





Sponsors give you real career traction and put you on the path to power and influence.

—Sylvia Ann Hewlett

At first blush, it may feel distasteful or transactional. But if you look closely at who has historically gotten promoted and by whom across a range of industries, you'll find that it's rarely the people who worked the hardest or who merited it most. Sponsorship—whether spoken or unspoken—has been at the root of promotions and deal brokering since the beginning of business. Sponsorship is real and it's not going anywhere.

Sponsorship doesn't have to be something only open to a few elites. Sponsorship, although tricky to navigate, isn't impossible to figure out. And it's a game changer for both individuals and the organizations where they work.

*Sponsor Ready* positions sponsorship as a key method for navigating the complex power dynamics of the modern corporation and aims to help users:

- Discuss how power dynamics work in today's global corporations
- Reflect on their own "sponsor readiness" as sponsors, protégés, and organizations
- Identify skill gaps and unique strengths
- Learn the tools to cultivate sponsor relationships
- Build cultures of sponsorship across their organization

*Sponsor Ready* is built around five learning modules (called Field Manuals) designed to spark meaningful conversations about what diversity really means in today's global organizations, while addressing current business challenges and preparing high-potential employees and their sponsors to take action.

## PROGRAM OUTLINE

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Sponsor Ready is built around five learning modules (called Field Manuals) designed to prepare high potential employees for sponsorship opportunities while addressing current business challenges.

### **1. THE CHALLENGE**

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This first Field Manual positions sponsorship as the key method for navigating the complex (and often hidden) power dynamics of the modern organization. It points out that sponsorship is not the same as mentorship, although both are important. It gets learners thinking about what sponsorship is and why it matters.

### **2. READINESS**

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This Field Manual focuses on the individual and what it takes to be ready for sponsorship. It asks learners to think critically about their own leadership potential and to take stock of how they can stand out among the pack. It aims to make that elusive X factor known as “executive presence” more tangible and inspire individuals to exude it.

### **3. ENGAGEMENT**

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This Field Manual has a focus on relationships. It dives deeply into relationship capital and influence, looking at how they work both within an organizational context and between individuals. Learners map their networks and learn the importance of aligning their strengths and career aspirations with the needs of the business and key individuals.

### **4. DEEPENING**

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This Field Manual is about deepening the sponsor-protégé relationship. It discusses reciprocity and loyalty in the sponsor-protégé pairing and helps learners think about what it means to be a sponsor. It also outlines what these relationships look like over time.

### **5. CULTURE**

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This final Field Manual focuses on how to sustain sponsorship over time. It discusses the importance of building a culture of sponsorship within organizations, and offers tips on how and why to do so—as both individuals and organizations.

## PROGRAM FEATURES

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Sponsor Ready is delivered through a social learning platform that is accessible on any device with a browser.

### **CONTENT-DRIVEN**

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Sponsor Ready is a mix of inspiring, professionally produced, multi-media content that spurs the imagination of learners and keeps them engaged.

### **SOCIAL**

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Social interaction is baked into the instructional design of *Sponsor Ready*. Debates, polls, challenges and sharing create a collaborative learning environment.

### **SYSTEMATIC**

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The program uses an innovative digital learning format (the [Field Manual](#)) that features a standard five-page layout designed to maximize learning and reflection.

### **DATA RICH**

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Social learning produces better analytics than typical online learning programs. Peer-driven assessment and feedback identify the influencers and idea generators within cohorts of learners.

### **COHORT-BASED**

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Everything you do in *Sponsor Ready* happens within cohorts of 20-50 learners. Cohorts are the key to more productive social interactions and deeper engagement in online learning.

### **RESPONSIVE**

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The *Sponsor Ready* learning ecosystem is built using the principles of responsive web design. That means the program is available on any device with a browser—from desktops to smartphones.

### **CUSTOMIZED**

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Elements of the program, such as discussion sections, case studies and user interface, can be easily customized to your organization and/or target audience.

### **GAMIFIED**

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*Sponsor Ready* uses game-dynamics—such as individual and team leader boards, badges and rewards—that drive participation through intrinsic motivation.

## SERVICE & SUPPORT

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### CUSTOMIZATION SERVICES

*Sponsor Ready* can be customized to meet the needs of your organization and target audience. Case studies featuring success stories for your own high potentials, discussion and debate forums that address the specific business challenges of your organization, and fully branded interfaces, create a tailored experience for your organization.

### DEPLOYMENT SUPPORT

Kick-off webinars, cohort design, learner support, 24/7 technical support, data collection and analysis provide your team with the support they need to make your high potentials “sponsor ready.”

## CONTACT

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