

Sponsor = someone with access and influence over an area you are interested in who is prepared to advocate for you.

How sponsorship helps

- 🔗 Increases your opportunities
- 🔗 Unlocks doors for your development
- 🔗 Creates new connections.

A mentor gives you friendly advice. A sponsor is senior in your organisation or world and has the power to get you that next job.

[Sylvia Ann Hewlett, Author](#)

Coach yourself questions

Who has access and influence in an area you are interested in?



What are their priorities over the next 12 months?



How could you use your strengths to support them?



Ideas for action



1. Spot a sponsor

Look out for sponsor-like behaviours to increase the likelihood of someone advocating for you.

- 🔗 *Can you spot evidence that they have recognised other people for their contribution?*
- 🔗 *Do they recommend other people for their abilities (scanning their LinkedIn profile is a quick way to check)?*

2. Support a sponsor

Sponsorship is earned not asked for. Work out how you can be most helpful.

- 🔗 *Can you make a connection to someone that could be useful to them?*
- 🔗 *What experience or expertise do you have that could be valuable?*

3. Get sponsored

Give your sponsor something to share.

- 🔗 *Summarise your successes*
- 🔗 *Present data which demonstrates your development*
- 🔗 *Make a confident ask for what help you need.*

4. Sponsor other people

When you sponsor others, it helps you to get closer to what sponsors need to be able to advocate for other people. You can use this insight to improve your approach.

Recommended resources

**Harvard
Business
Review**

[Career Sponsorship Is a Two-Way Street.](#)
HBR article from Rachel Simmons and Herminia Ibarra



Sylvia Ann Hewlett shares her wisdom on sponsorship on the Squiggly Careers podcast [episode 215](#)