

# SPONSORSHIP PROGRAM

## GUIDING QUESTIONS FOR SPONSORS

All of these guiding questions are designed to help you think strategically about how to align your sphere of influence with your sponsee's needs. Having conversations with your sponsee about their career goals and professional objectives will help you ascertain how to answer the questions below.

1. Who in my sphere of influence can I provide my sponsee access to?
2. Who are the people I can leverage my network to get my sponsee access to?
3. What are opportunities I can give my sponsee access to (work assignments, brand-building volunteer positions)?
4. What are projects I work on that can provide visibility for my sponsee that they don't currently have (internally and externally)?
5. Looking at the organization's internal calendar, is there any sort of alignment I need to think about to make sure the sponsee is more visible at that time? As an example, you should mention your sponsee more at leadership meetings around the time of annual evaluations.
6. What types of events (or specific events) would I share with my sponsee and give them access to?
  - What events do I attend where stakeholders or influencers also participate that would be good for my sponsee to attend?
    - Externally?
    - Internally?
  - What exclusive events or meetings am I invited to that I can also give my sponsee access to or information about?
  - Are there any firm or organization unofficial engagement opportunities that I can put on my list to invite the sponsee to? For example, if there's a weekly occurrence of several influencers at the firm gathering to smoke cigars, consider inviting your sponsee.
7. How can I continually support my sponsee's efforts to build a strong personal brand and reputation?