

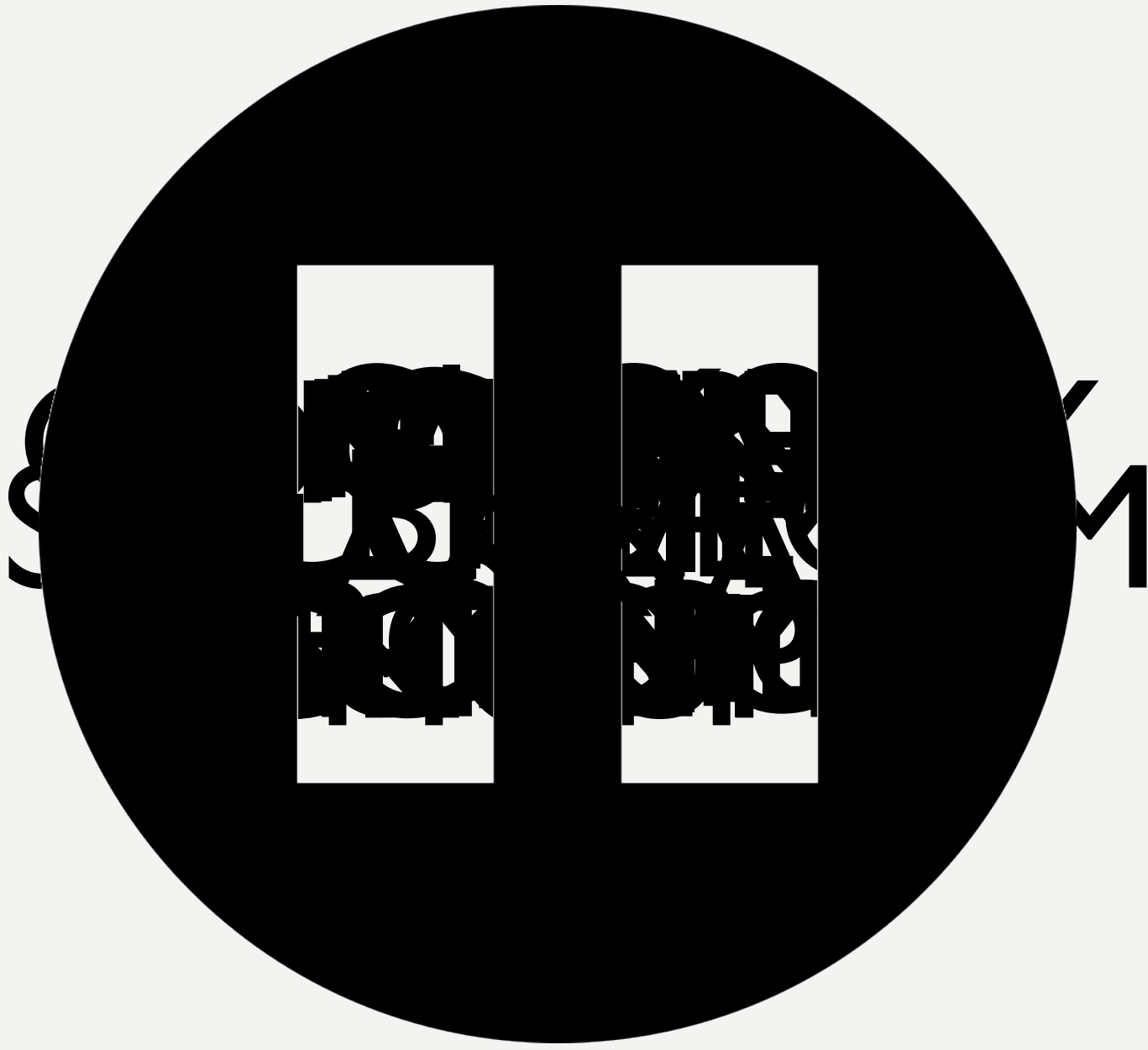


# MENTORS & SPONSORS

DEVELOPING YOUR PERSONAL ADVISORY BOARD







LIBRARY EDITION

BrillianceAudio on Compact Disc

Unabridged

THE GIFTS OF  
Imperfection




Let Go of Who You Think You're Supposed to Be  
and Embrace Who You Are

YOUR GUIDE TO A WHOLEHEARTED LIFE

*Performed by  
Lauren Fortgang*

**Brené Brown, Ph.D., L.M.S.W.**





DARING GREATLY MEANS  
THE COURAGE TO BE **VULNERABLE**.  
IT MEANS TO SHOW UP AND BE  
SEEN. TO ASK FOR WHAT YOU NEED.  
TO TALK ABOUT HOW YOU'RE  
FEELING. TO HAVE THE HARD  
CONVERSATIONS.

**BRENE BROWN**

C.A.B.



# MENTORS VS. SPONSORS

## MENTORS

- Shares information about his/her career path as well as provide knowledge, resources, guidance, motivation, emotional support and role modeling with their mentee.
- **ADVISE**

## SPONSORS

- Senior level professional invested in YOUR career success who is willing to stake their reputation and credibility on your ability to produce results and add value to an organization or project.
- **ADVOCATE**





A **MENTOR** CAN GUIDE YOU TO  
THE RIGHT DOORS.

A **SPONSOR** WILL HELP YOU OPEN  
THEM-EVEN KNOCK THEM DOWN.

**PENNY WRENN, FORBES 2013**

# THE SPONSOR EFFECT

## **WITHOUT A SPONSOR**

- 43% of men; 36% of women will ask for a stretch assignment.
- 67% of men; 70% of women will NOT ask for a raise.

## **WITH A SPONSOR**

- 56% of men; 44% of women
- Nearly half of men; 38% of women will ask/negotiate a raise.

Sylvia Ann Hewlett, Harvard Business Review, 2011  
Founder/CEO, Center for Talent Innovation, Founder, Hewlett Consulting Partners LLC.

# STRATEGY

- High performance
- Tackle big challenges
- Prove your worth
- Ability to deliver excellent results
- Make your value visible

# Two + One Rule

**WOMEN ARE OVER  
MENTORED AND  
UNDER SPONSORED**

Women = 3x Mentors

Men = 2x Sponsors



**FAILURE** IS AN IMPORTANT PART  
OF YOUR GROWTH AND  
DEVELOPING RESILIENCE.

DON'T BE AFRAID TO FAIL.

**MICHELLE OBAMA**



**LET'S TALK**

# MENTORS & SPONSORS

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