

# Forget A Mentor Find Sponsor The New Way To Fast Track Your Career Sylvia Ann Hewlett

Forget A Mentor Find Sponsor The New Way To Fast Track Your Career Sylvia Ann Hewlett Forget Mentors Find Sponsors The New Way to FastTrack Your Career Sylvia Ann Hewletts Revolutionary Approach Are you tired of feeling stuck in your career Do you diligently network attend workshops and even have a mentor yet still find yourself struggling to climb the corporate ladder Youre not alone According to renowned economist and author Sylvia Ann Hewlett the traditional mentormentee relationship might not be the most effective path to career advancement anymore Her groundbreaking work advocates for a new approach finding a sponsor This isnt just about networking its about securing a powerful advocate who actively champions your advancement Image A stylized graphic showing a network of people with one person highlighted prominently symbolizing a sponsor advocating for another Whats the Difference Between a Mentor and a Sponsor Many people use the terms mentor and sponsor interchangeably but theres a crucial distinction Mentor Offers guidance advice and shares their experience Think of them as a trusted advisor who helps you navigate your career path They offer valuable insights but dont necessarily have the power to directly influence your promotions or opportunities Sponsor Actively promotes your career advancement They use their influence and power within the organization to push for your promotions advocate for you in key meetings and open doors to new opportunities Theyre not just advising theyre acting on your behalf Image A simple table comparing Mentors and Sponsors highlighting key differences in roles and actions Why Sponsors are Crucial in Todays Workplace In todays fastpaced often opaque corporate world having a sponsor can be the difference between a steady climb and a stalled career Hewletts research highlights that women and minorities often lack access to the powerful networks and sponsorships needed to reach senior leadership positions

Sponsors 2 Open Doors They introduce you to influential people you wouldn't otherwise meet Advocate for You They champion your ideas and capabilities to decisionmakers Push You Forward They actively seek out opportunities that match your skills and ambitions Provide Visibility They ensure your accomplishments are recognized and rewarded Offer Strategic Advice They provide guidance tailored to advancement within the organization

### How to Find and Cultivate a Sponsor

Finding a sponsor isn't about begging for favors it's about building a genuine relationship based on mutual respect and trust Here's a stepbystep guide

- 1 Identify Potential Sponsors Look for individuals who Have Influence Hold senior positions and have a proven track record of success Share Your Values Align with your professional goals and ethics Demonstrate a Commitment to Diversity and Inclusion If applicable this is crucial for individuals from underrepresented groups
- 2 Build a Strong Relationship Demonstrate competence Consistently exceed expectations in your current role Seek out opportunities for interaction Attend company events participate in relevant committees and volunteer for challenging projects Network strategically Don't just collect business cards build genuine connections Be proactive Don't wait for them to reach out initiate conversations and demonstrate your initiative
- 3 Articulate Your Aspirations Clearly communicate your career goals and how you plan to achieve them Prepare a concise and compelling narrative that highlights your accomplishments and future potential
- 4 Seek Sponsorship Explicitly with tact This is the crucial step Don't be afraid to directly ask for sponsorship but do so strategically For example you could say Im aiming for position within the next timeframe Id be grateful for your advice and guidance on navigating that path and would greatly appreciate it if you would consider being a sponsor for me
- 5 Maintain the Relationship 3 Regularly update your sponsor on your progress seek their feedback and show your appreciation This isn't a onetime request it's an ongoing relationship that requires nurturing

**Image** A flowchart illustrating the process of finding and cultivating a sponsor

**Practical Examples**

**Example 1** Sarah a marketing manager identified a senior VP who had a track record of promoting women She proactively networked with her showcasing her achievements and eventually asked the VP to sponsor her for a leadership role The VP impressed by Sarah's skills and ambition actively supported her promotion

**Example 2** David an engineer noticed a pattern of internal

promotions among a particular department leads team He researched the leads career trajectory and then strategically approached them for mentorship and sponsorship The lead recognizing Davids potential facilitated his transfer to their team and guided his career advancement Summary of Key Points Mentors provide guidance sponsors actively promote your career advancement Sponsors are particularly crucial for women and underrepresented groups Finding a sponsor requires proactive networking building genuine relationships and explicitly asking for sponsorship Cultivating the relationship through consistent communication and showing appreciation is vital for longterm success 5 FAQs 1 What if I cant find a sponsor within my organization Explore networking opportunities outside your company perhaps through industry associations or professional groups 2 What if my potential sponsor declines Dont be discouraged It might not be the right fit or they may be too busy Continue networking and focus on building relationships with others 3 How do I know if someone is a good potential sponsor Look for individuals with influence a track record of success and a genuine interest in your career growth 4 Is it ever appropriate to ask for a specific benefit or promotion While you should articulate your aspirations directly demanding a promotion is rarely effective Focus on building a strong case for your capabilities and let your sponsor advocate for you 4 5 What if my sponsor doesnt deliver on their promises Its disappointing but it happens Reflect on the relationship and consider if its worth continuing Dont let this deter you from seeking out other potential sponsors By understanding the power of sponsorship and implementing these strategies you can significantly accelerate your career trajectory and achieve your professional ambitions Forget just mentoring embrace the power of sponsorship its the new way to fasttrack your success

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sports sponsorship a professional s guide offers long overdue advice on every aspect of the tough and often daunting task of seeking sports sponsorship written by one of international sport s most experienced and successful sponsorship sales exponents the book is intended for sponsorship seekers at all levels from grass roots sport up to the highest echelons of professional sports organizations sports sponsorship a professional s guide offers long overdue advice on every aspect of the tough and often daunting task of seeking sports sponsorship written by one of international sport s most experienced and successful sponsorship sales exponents the book is intended for sponsorship seekers at all levels from grass roots sport up to the highest echelons of professional sports organizations brian sims has been involved in motor sports from formula ford through to formula 1 been the marketing director of two formula 1 teams and been involved in us indycar racing with lola and brought companies such as fedex marconi and gillette into formula one when marketing director of the benetton f1 team brian is now on the advisory board of oxford brookes university a guest lecturer for the world academy of sport and is also working with a talented young british racing driver competing in the 2013 european f3 championship the advice and guidance contained in sports sponsorship is relevant to many professional sports and has several case studies illustrating how to identify present and win support from potential partners it is a must read for individuals

teams or organizations seeking to secure sponsorship in an ever competitive world

this book is a compilation of very personal approaches to mentoring and sponsoring breaking the stereotypes of seniority age or experience the authors have provided a platform to understand that mentoring and especially sponsoring are in fact a win win relation in which both sides mentors and mentees and sponsors and sponsored individuals learn from each other enhancing their career paths how they managed to create a growth space for themselves and their teams through mentoring and sponsoring is a story of professional leadership they shared a privileged outlook to understand the root causes of barriers as well as to envision plausible solutions for difficult career crossroads in which mentorship or sponsoring was key to steer step changes the authors propose not only their vision but a remarkable collection of unfiltered interviews with young and renown professionals in many sectors from photography to music research sports energy and more completing a vision of what is key for both sides of the equation pertinent to mentoring and sponsoring the givers and the receivers they explain what is needed to gain the most out of the mentoring and sponsoring loops with their own career stories success is supported by many factors in which the most important are the technical competency and performance aligned with resilience however in the long path of a career mentors and particularly sponsors play a foundational and frequently a changing life role improving our perspective or triggering reflections and actions that benefitted our journeys at work and in life this book provides insights on what works for an effective mentoring and sponsoring process it is useful for all professionals especially those starting their career journeys

as esports has grown the need for professional legal representation has grown with it justin s essential guide to the business law of esports professional video gaming provides a great baseline and will help prevent the legal horror stories of esports in the past mitch reames adweek and esports insider justin s exploration of the business and law side of the esports sector fills a gap of knowledge that is an absolute necessity in truly understanding the esports space kevin hitt the esports observer the essential guide to the business law of esports professional video gaming covers everything you need to know about the past present and future of esports and professional

video gaming the book is written by one of the foremost attorneys and business practitioners in today's esports and professional gaming scene Justin M Jacobson Esq this guide is meant to provide you with an in depth look at the business and legal matters associated with the esports world includes coverage of the stakeholders in the esports business ecosystem including the talent the teams the publishers and the event organizers explores various legal fields involved with esports including intellectual property employment and player unions business investments and tax write offs immigration and visas event operation tips social media and on stream promotions and much more the most current book on the market with actual contract provisions modeled on existing major esports player coach shoutcaster and sponsorship agreements about the author Justin M Jacobson Esq is an entertainment and esports attorney located in New York City for the last decade he has worked with professional athletes musicians producers DJs record labels fashion designers as well as professional gamers streamers coaches on air talent and esports organizations he assists these creative individuals with their contract copyright trademark immigration tax and related business marketing and legal issues he is a frequent contributor to many industry publications and has been featured on a variety of entertainment music and esports publications and podcasts including Business Insider the Esports Observer Esports Insider Tunecore and Sport Techie Justin has positioned himself as a top esports business professional working with talent in a variety of franchise leagues including the Overwatch League Overwatch Contenders and Call of Duty Pro League as well as in many popular competitive titles such as Fortnite CS:GO Gears of War Halo Super Smash Brothers Rainbow 6 PUBG Madden and FIFA and mobile games such as Brawlhalla Clash of Clans and Call of Duty Mobile previously he worked with various esports talent agencies as well as in an official capacity on behalf of several esports teams and brands

Sport Facility and Event Management provides readers with a working knowledge of how to manage sport facilities and how to plan manage implement and evaluate sport events the text integrates timely theoretical insights with real world practicality and application affording readers a strong foundation in facility and event management the authors focus on a broad range of facilities and

events from community recreation facilities to large venues reflecting the diversity of the industry

renata shares what she thinks led to her having a very sheltered childhood on a dairy farm where she regularly heard her mother being cut down and other discouragements she shares some of the things that helped her maintain her sanity during the years where she lived on the farm and she was discouraged from interacting with anybody other than family also she shares what god used to help give her the courage to finally break free then renata shares the many joys and trials she has encountered since she broke free finally she shares how she is seeing god improve things for her family

take pole position to learn the ground rules techniques and procedures of driving perception and evaluation racing professional carroll smith delivers current state of the art techniques for working with your crew to develop and set up your car so that you ll have a competitive tool with which to practice the art of driving

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