

Become a Multiplier

Start your sponsorship journey

The Multiplier Effect

Who is a Sponsee and Sponsor?

A Sponsee

is any employee who is ready to take the next step in their career.

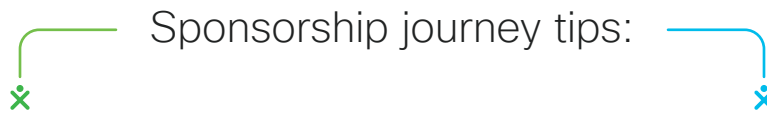
A Sponsor

is any leader with the connections, influence, and authority to advance the career of their sponsee.



Are you ready for sponsorship?

The first step for everyone is to understand that **sponsorship is more than mentorship**. A mentor helps you grow, whereas a **sponsor opens doors and advocates for your next opportunity**. Sponsorship is a strategic relationship with the explicit goal of career advancement.



For Sponsees – know yourself:

Understand and make your value visible. Look at your past work and highlight times when you added significant value to a project or team.

Know where you are headed. Document clear career goals for the next 3–5 years.

Know your strengths and your weaknesses. What will it take to achieve your goals? What skills or capabilities are missing, and what developmental programs might you leverage to close these gaps?

Uncover what you need from your sponsor. What qualities, skills, network, or social capital do you need from your sponsor?

Cultivate patience. Sponsorship may take 1–3 years before achieving career advancement.

Connect to what motivates you. Identify and connect to your passions, desires, and interests.

Showcase your drive and commitment. Create opportunities to amplify your personal brand through stretch assignments and projects that will help expand your skillset.

For Sponsors – leverage your social capital:

Determine sponsee career mindset. Work with your sponsee to understand their career goals, then collaborate on how they will be achieved.

Showcase competence. Open the door to high-visibility opportunities.

Build credibility and confidence in your sponsee. Place your sponsee in high-trust positions, signaling to the organization that your sponsee is a top-performer.

Understand what motivates your sponsee. Connect with what motivates you as well.

Cultivate patience. Sponsorship may take 1–3 years before achieving career advancement.

Reinforce your commitment. Recognize your sponsee's success publicly, signaling their promotion readiness to the organization.

Discovering your Sponsor and Sponsee

Scan your network

Who in your network has the influence, authority, and capital to support you in achieving your goals?

Expand your network

Solicit recommendations from peers and colleagues. Engage in Inclusive Communities, events, and volunteer opportunities – look for leaders who are known for developing others.

Informational interviews

You are considering an important relationship. Take the initiative to meet and get to know potential sponsors and sponsees.

Make the ask

Embody bold leadership by asking for the relationship with potential sponsors and sponsees.



<https://cisco.sharepoint.com/sites/sponsorship101>



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