

Changing the Equation for Diversity through Sponsorship

The Multiplier Effect



Accelerating the pipeline of diverse talent in the industry is essential for sustained innovation & success

Sponsorship is key

people with sponsors are 23% more likely to advance their careers than those without sponsors¹

Sponsorship equations need to change



Become a Multiplier



Take the pledge to sponsor an extraordinary diverse talent



Challenge your peers to do the same



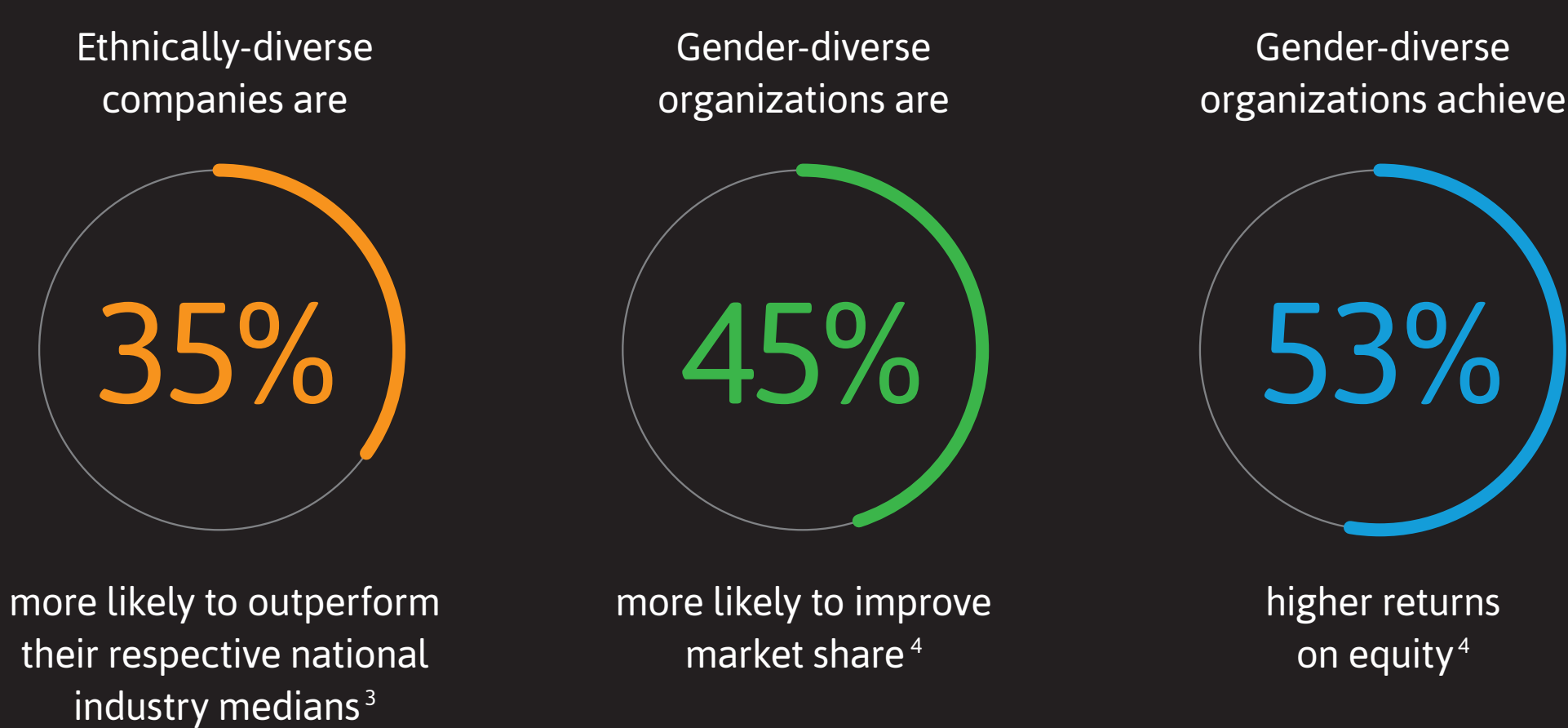
Tell your sponsorship story



Join the conversation

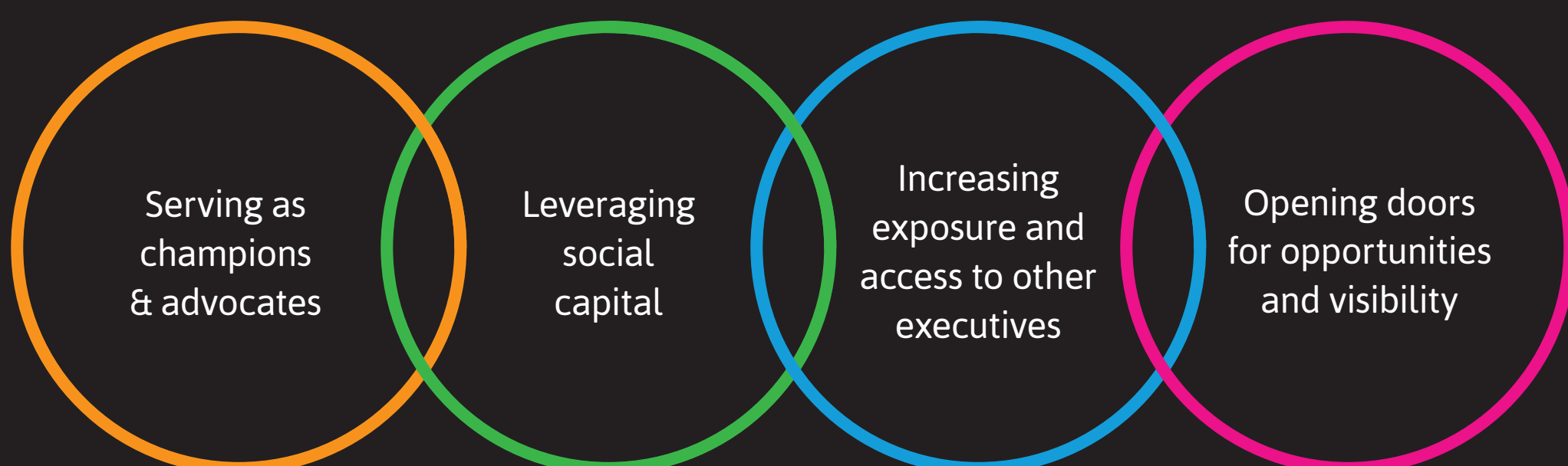
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Sponsoring diverse talent drives positive business results



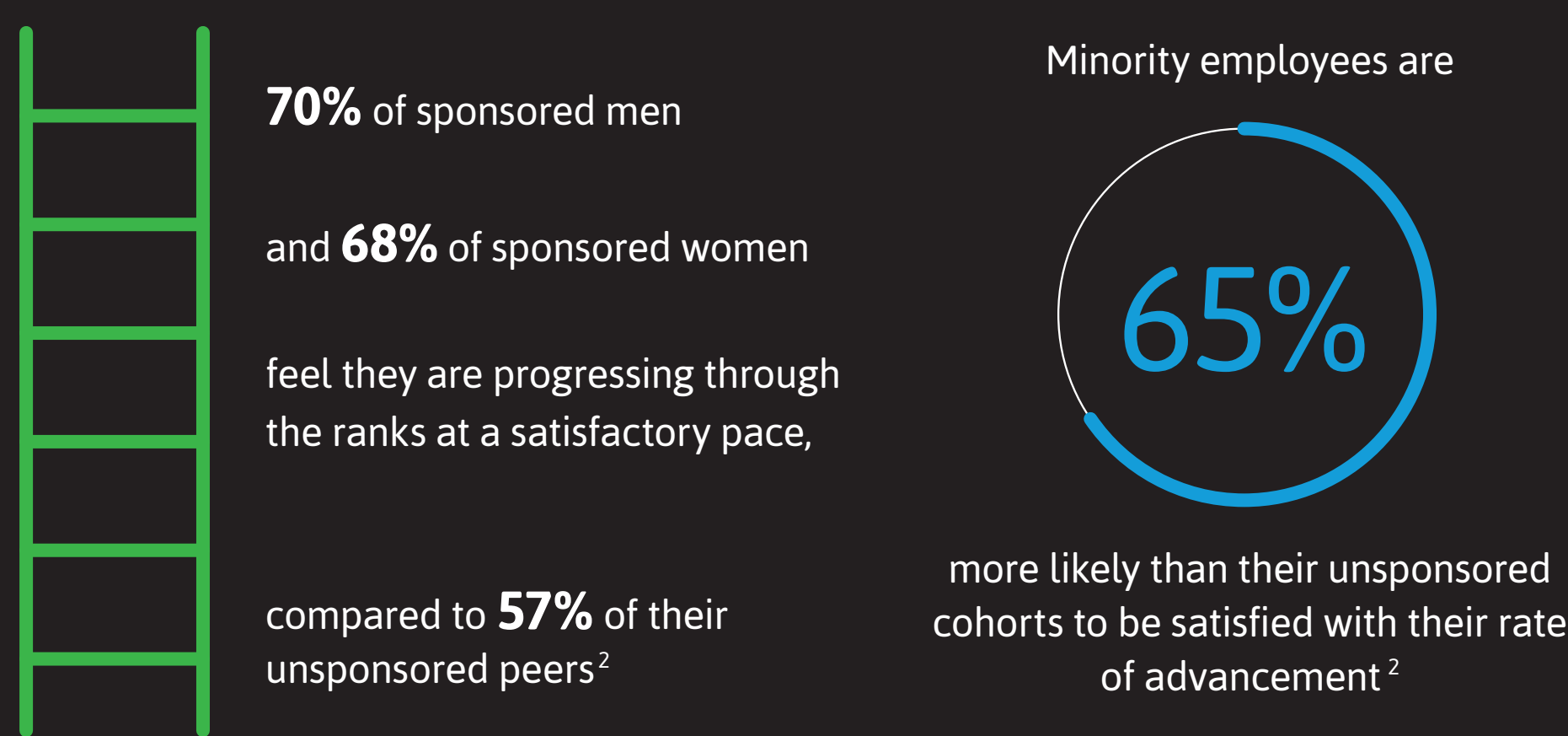
The role of the sponsor

Sponsors are leaders at all levels - with power and influence to change the equation for diversity in every sector by creating a multiplier effect²



Why sponsorship matters

Individuals who are most satisfied with their rate of advancement are individuals with sponsors



“As a sponsor, it is crucial to me that I create spaces to have real, sometimes hard, conversations with my sponsees. Being able to give incredible talent the extra push to go for a new opportunity that they may not have considered for themselves are what I consider shining moments in my career.”

“Sponsorship works. It’s a big commitment but it is one of the best investments you can make to unleash the power of our future leaders.”

“The Multiplier Effect has given me a framework to put all the things I’m doing around sponsorship and measure its impact.”

The Multiplier Effect starts with you



An Inclusive Leader

to multiply through influence



An Extraordinary Diverse Candidate

ready for career advancement



A Bold & Powerful Action

to create greater opportunity

Sources:
 1. Graebner, R., Ph.D., Leadership Research Institute. (2015). Who's Your Leadership Sponsor? Retrieved from <http://www.lri.com/resources/useletter/whos-leadership-sponsor/>
 2. Hewlett, S. A. (2013). (Forget a mentor) find a sponsor: The new way to fast-track your career. Boston, MA: Harvard Business Review Press.
 3. Hunt, V., Layton, D., & Prince, S. (2015, February). Why diversity matters.
 4. Sherbin, S. A. (2014, August 01). How Diversity Can Drive Innovation. Retrieved from <https://hbr.org/2013/12/how-diversity-can-drive-innovation>

