

# 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 sponsors<sup>1</sup>

## 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

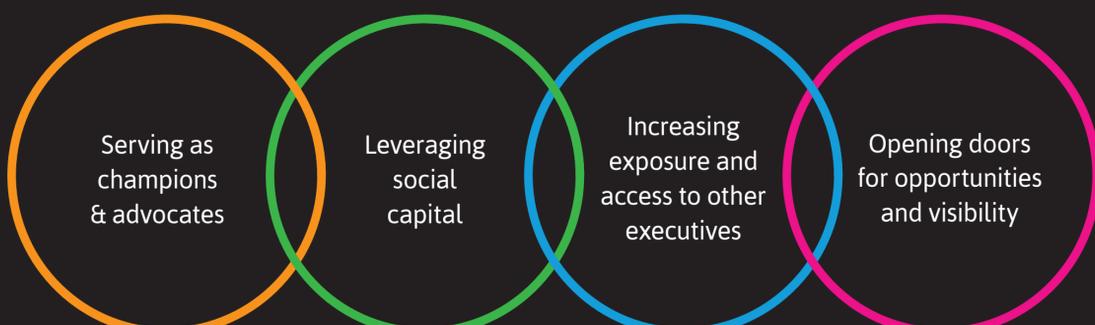
[www.multiplydiversity.com](http://www.multiplydiversity.com) | #MultiplyDiversity #MultiplyTechDiversity

## Sponsoring diverse talent drives positive business results



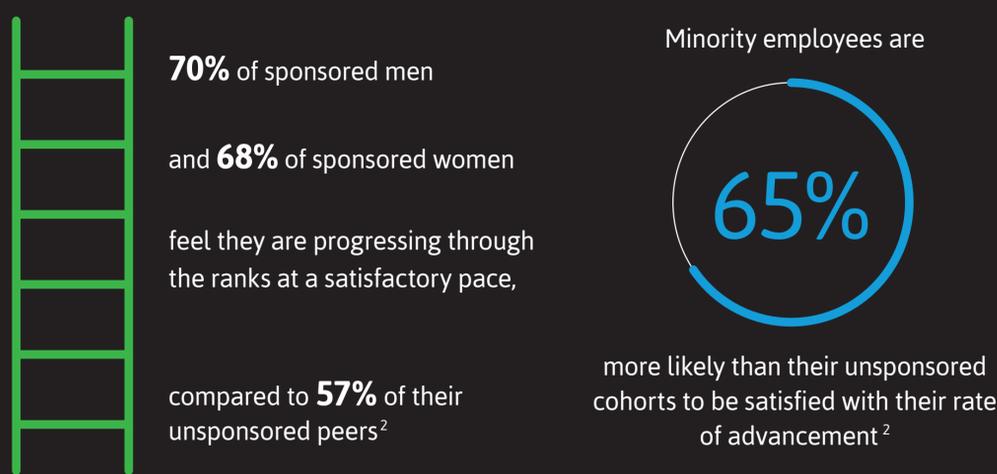
## The role of the sponsor

Sponsors are leaders at all levels - with power and influence to change the equation for diversity in every sector by creating a multiplier effect<sup>2</sup>



## 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>

