

The Importance of Sponsorship

City HR Shadow Board

29th November 2022

Your Personal Boardroom

The 12 roles in your Personal Boardroom

Information roles

provide new knowledge, insights and ideas



Power roles

provide access to people and resource and get things done



Development roles

provide feedback, challenge, courage and balance



© Personal Boardroom

PERSONAL
BOARDROOM

Figure 1. taken from [Personal Boardroom – Who is in yours?](#)

What is Sponsorship?

“A sponsor openly supports colleagues from underrepresented groups in professional contexts in the workplace. They’ll recommend a colleague for projects and talk about their expertise. As a sponsor you can point out development opportunities and offer practical support.”





Sponsorship and Diversity, Equity and Inclusion

“Having a **senior sponsor** to endorse an individual and raise their profile **is key** (among colleagues and, where relevant, clients). Sponsors are responsible for **boosting an individual’s visibility** and making sure they secure the right type of work to advance their career. High visibility leads to **favourable work allocation** which in turns increases visibility.” - *Socio Economic Taskforce - City of London, 2022*

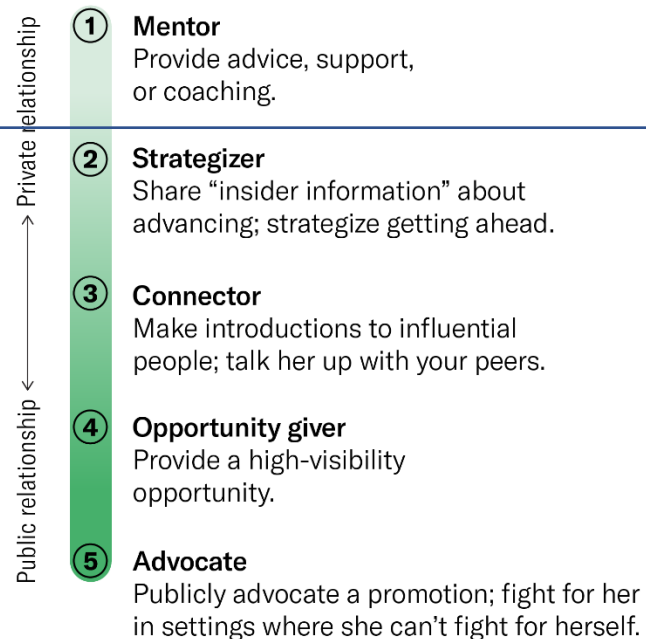
“**20%** of White Employees Have Sponsors. Only **5%** of Black Employees Do.” – *HBR, 2022*

“Women are **three times as likely to rely on a network that is mostly female**. This can cause a disadvantage over time. Because men hold the **majority of senior positions** in most financial services companies, women-focused networks will have fewer leaders who can act as sponsors as they progress in their careers.” – *Mckinsey & Co, 2019*

Sponsorship vs Mentoring

A New Way of Thinking About Sponsorship

Sponsorship is not an either/or role—either committing fully or not at all. It's a spectrum of different kinds and degrees of support.



Source: Herminia Ibarra



“A mentor talks **to** you and a sponsor talks **about** you,” said Julie Nugent, Catalyst’s SVP of strategy solutions and products.

Mentoring **alone** isn’t getting women and underrepresented groups into the highest ranks of business (Worklife, 2022)

Different types of Sponsorship

