

Sponsor Ready

Program Overview

Employees need sponsors who are influential advocates. For more than a decade, Coqual Advisory® has offered sponsorship tools and programs to teach leaders and talent how to build lasting sponsorship relationships that benefit both the sponsor and sponsee.

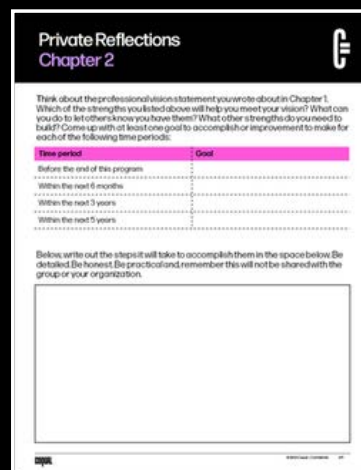
Coqual's Sponsor Ready is a five-week online course that prepares employees to be effective sponsees. It provides a foundational understanding of what sponsorship is and why it matters – and guides participant learning through self reflection, case studies, and group discussions. Sponsor Ready can be used as a standalone module or blended with other approaches.

The **objectives** of Sponsor Ready are to:

- Learn how sponsorship relationships drive career progression
- Distinguish between types of professional relationships
- Learn to build, seek, and maintain trust throughout the sponsorship relationship
- Learn how to overcome different challenges with tactics and downloadable handouts

By **participating** in Sponsor Ready, participants will:

- Engage with one another through discussions
- Test their knowledge
- Develop personal action plans
- Adopt tactics to speak up and take action



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Agenda Overview

Chapter 1 The Challenge

- The Career Landscape
- The Sponsorship Relationship
- The Sponsorship Mindset
- Chapter 1 Discussion
- Test Yourself

Chapter 2 Readiness

- Executive Presence
- Your Personal Brand
- The Link to Sponsorship
- Chapter 2 Discussion
- Test Yourself

Chapter 3 Engagement

- Relationship Capital
- Candid Feedback
- Network Mapping
- Chapter 3 Discussion
- Test Yourself

Chapter 4 Deepening

- The Sponsor View
- Sponsorship Lifecycle
- The Two-Way Street
- Chapter 4 Discussion
- Test Yourself

Chapter 5 Stories From The Field

- Sponsorship Benefits
- Empowering Change
- Sponsorship Culture
- Chapter 5 Discussion
- Test Yourself