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

Introduction		Private Reflections Chapter 2	
As you work through the Sponsor Read will be asked some thought-provoking a guide you through your path to sponsor We invite you to use this Private Reflect document your thoughts, goals, and ay		Which of the strengt you do to let othersk	essional vision statement you wrot thi you listed above will help you mi nowyou have them? What other is at least one goal to accomplish or time periods:
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Sponsor Ready 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