

10 WAYS TO SPONSOR WOMEN OF COLOR

Send the elevator down. Sponsoring women of color has positive, long-lasting impacts on career trajectory. Consider using these sponsorship tactics to advance women of color in healthcare.

by Jhaymee Tynan

1

PROMOTE HER ON POTENTIAL, NOT PERFORMANCE

Promoting women of color based on potential will provide greater access to senior level roles.

2

NOMINATE HER FOR SPEAKING ENGAGEMENTS

Local, regional, and national speaking engagements offer women of color higher visibility for their thought leadership and expertise.

3

NOMINATE HER FOR INDUSTRY AWARDS

Industry awards lend further credibility to the accomplishments of women of color by spotlighting their achievements on national platforms.

4

SELECT HER FOR HIGH VISIBILITY PROJECTS

High visibility projects will create greater awareness of women of color and their potential to lead.

5

NOMINATE HER FOR BOARD SEATS

Board service (non-profit, community, or corporate) provides invaluable opportunities for women of color to gain experience outside their organizations.

6

MAKE A WARM INTRODUCTION

Networking and extending connections is foundational to sponsorship. Making an introduction to influential leaders in your network can amplify careers.

7

AMPLIFY HER THOUGHT LEADERSHIP

The increasing popularity of blogs and podcasts allow for additional opportunities for women of color to speak about their unique experiences.

8

CELEBRATE HER ACCOMPLISHMENTS

Use hashtag #100x2030 to celebrate her accomplishments and share stories of sponsorship.

9

SPEAK POSITIVELY ABOUT HER VALUE WITH OTHERS

Lend your voice and amplify her value by sharing positive stories about her wins with other influential leaders in spaces where she may not be.

10

ENCOURAGE PARTICIPATION IN EXECUTIVE DEVELOPMENT PROGRAMS

Develop her executive presence and thought leadership by encouraging participation a formal executive development program to help her be sponsor ready.

