

The Five C's of a Great Career Sponsor

Not all sponsors are created equal.

Sponsors are essential. Be selective.

Sponsors can amplify your career in many ways. But what makes a great career sponsor? Here are five important things to look for,

IT'S NOT A PIPELINE ISSUE. **IT'S A SPONSORSHIP ISSUE.**



COURAGEOUS.

Sponsors must be bold, courageous, and unapologetic in championing your accomplishments when you are not in the room.

COMMITTED.

A great sponsor will hold themselves accountable for their advocacy of your career. They are committed to your success.



CONNECTED.

Great sponsors have networks that can be deep or wide. They are willing to bring you into their circle and introduce you to their connections.

CANDID.

Sponsors will be candid about your readiness for sponsorship. They will help you firm up your weaknesses while focusing on your strengths.



CAPITAL.

Great sponsors likely have strong political capital with their peers. They will use that capital to influence others to see your potential.