Sponsor Toolkit and Posting Instructions
What is #GoSponsorHer?

#GoSponsorHer is a challenge to senior leaders to actively engage in the careers of high-potential women, to advocate for them and help them advance -- AND to signal their commitment by making it public. The goal is to create awareness, catalyze more sponsorship relationships, and ultimately increase the number of women in leadership positions.

Why does Sponsorship matter?

**Globally, women are underrepresented in leadership positions - to the detriment of company performance**

- Women represent more than half of all university graduates and almost half the workforce.
- Yet few women make it to the top – women are promoted 30% less often than men, and represent less than 20% of C-suite roles.
- Companies with the highest representation of women in management experience 35% better return on equity – and this is true across industries.

"Research shows that women are over-mentored and under-sponsored. We need more men and women serving as sponsors – not just taking to women about their careers, but leaning in on an unprecedented scale, putting their personal leadership on the line to support top female talent."

Frank Vettese
Managing Partner & Chief Executive
Deloitte Canada

Mentoring is not sufficient – women need more sponsors

- Research and experience tell us that both mentorship and sponsorship are critical to career advancement.
- While equally as likely as men to have mentors, women are 46% less likely to have sponsors.
- There are many contributing factors, e.g. women are less comfortable seeking out sponsors, sponsorship often occurs between people of the same gender, and leadership positions are still predominated by men.

It’s time to take bold action to build the talent pipeline through the active sponsorship of women.

**Sources:** Women in the Workplace; The Bottom Line: Connecting Corporate Performance And Gender Diversity; (Forget a Mentor) Find a Sponsor; Harvard Business Review and McKinsey & Company research.
What is sponsorship?

About Sponsorship

• A sponsor is a leader who actively engages with his/her sponsoree and uses his/her influence to create opportunities for that person

• Sponsorship is a two-way street – sponsorees are equally invested in their sponsors and commit to helping their sponsors build support and accomplish their own goals

• According to Catalyst research, there are four hallmarks to a successful sponsorship relationship:
  
  ▪ **Trust:**
    Trust has to be present on both sides of the relationship to make it successful.

  ▪ **Honesty:**
    Sponsorees must receive—and act on—candid and transparent feedback to advance their careers.

  ▪ **Communication:** Communication serves as a vehicle for trust and candor and is seen as fundamental by both parties.

  ▪ **Commitment:**
    Both sides have to demonstrate commitment to making the relationship work effectively and offering reciprocal value.

“Instead of designing rifle-shot sponsorship initiatives, as is too often the case, we need to do more to embed sponsorship, over the long haul, in the career development of men and women.”

Dominic Barton
Global Managing Director
McKinsey & Company
I’d like to be a Sponsor – How does it work?

#GoSponsorHer is a platform that fosters career growth and support of rising female executives through sponsorship relationships.

**Tactical steps – how to “go live” with your commitment**

### If you’re already on social media...

1. Kick-start a sponsorship relationship by meeting with a high-potential woman in your organization or network whose career you’d like to support
2. Commit to actively engaging in the advancement and success of her career by advocating on her behalf
3. Arrange a meeting to discuss her career, potential opportunities, the challenge, etc.
4. Snap a photo together
5. Post it to Twitter and/or Facebook with #GoSponsorHer
6. Challenge at least one other leader to do the same using #GoSponsorHer hashtag
7. Follow up with your Sponsoree at regular intervals to discuss how you can help one another, and work “behind the scenes” to help create opportunities for your Sponsoree

**Note:** If you’re not active on social media, but the company you work for is, you may prefer for a post to be made from your organization’s account. More details available on Page 6 if you’d like to pursue that route.

### If you’d like us to post for you...

1. Kick-start a sponsorship relationship by meeting with a high-potential woman in your organization or network whose career you’d like to support
2. Commit to actively engaging in the advancement and success of her career by advocating on her behalf
3. Arrange a meeting to discuss her career, potential opportunities, the challenge, etc.
4. Snap a photo together
5. Email us at gosponsorher@gmail.com with the photo, name + title of sponsoree [+ twitter handle, if available], and the name + title of leader(s) you challenge [+ twitter handle, if available]
6. We’ll post for you
7. Challenge at least one other leader to do the same via email and let us know at gosponsorher@gmail.com to let us know they are interested and we will connect with them
8. Follow up with your Sponsoree at regular intervals to discuss how you can help one another, and work “behind the scenes” to help create opportunities for your Sponsoree

You and your Sponsoree may receive follow-up outreach from us to track progress and learn from your experience.
Below are sample tweets for your social media accounts (Twitter, Facebook, Instagram):

**Personal accounts:**

#GoSponsorHer. Just had lunch with @Mega_nAnderson—a tech world rising star. I challenge @DominicBarton & Victor Dodig to join #GoSponsorHer

- #GoSponsorHer. Just had coffee with @AliciaSullivan – an exceptional talent. I challenge @criseboro of @PlanCanada to #GoSponsorHer next!

**Company accounts:**

- #GoSponsorHer Frank Vettese, Deloitte Canada, just had coffee with the engaging Ikram Al Mouawas. Frank challenges @MNCott to #GoSponsorHer

- Mark Wiseman joined #GoSponsorHer-had lunch with #McKinsey’s star @lauramcghee01. Mark challenges Darryl White & Jim Coulter to #GoSponsorHer
Organizations posting on behalf of the Sponsor

If the sponsor is not active on social media we encourage that the organization post on their behalf. We have included an example of how to do this below.

Please share the following 2 tweets:

1. Proud to share that [Name of leader] joined the #GoSponsorHer & is now a career sponsor for [Name/twitter handle of sponsoree if available] –an exceptional talent.

2. On behalf of [Name of leader], [First name of leader], challenges [Name/twitter handle of leader(s), if available] to join #GoSponsorHer next!

Tip: You can always challenge more than one person; just post tweet #2 multiple times if the character limit inhibits you!
The story behind #GoSponsorHer

#GoSponsorHer was conceived by Megan Anderson and Laura McGee, two women from McKinsey who personally felt the power of a strong senior sponsor, but also witnessed structural and societal challenges to developing these relationships. They concluded that moving the needle on women’s advancement would require bold action, forward thinking, and influential role models.

Soon after the idea was born, Deloitte and Catalyst came on board to join McKinsey in bringing this program to life.

#GoSponsorHer found quick support in forward-thinking leaders from a wide range of companies, including OMERS Ventures, RBC, Mattamy Homes, BlackRock, TD Ameritrade, and others.

By participating in #GoSponsorHer, you’re joining a consortia of men and women who are moving the dial on women’s advancement, and helping to drive real impact.

Megan and Laura with their Sponsors

Megan and Laura with their Sponsors

Megan Anderson and Bruce Simpson  
(Senior Partner, McKinsey & Co.)

Laura McGee and Mark Wiseman  
(Global head of Active Equities, BlackRock)

Questions?

Contact:
Website: www.gosponsorher.com
Email: gosponsorher@gmail.com
Appendix

Sample posts:

#GoSponsorHer. Tanya van Biesen, Executive Director of Catalyst Canada, just had coffee with Alicia Sullivan - an exceptional talent. Tanya challenges Caroline Riseboro, President and CEO of Plan International Canada, to #GoSponsorHer next!

#GoSponsorHer. Frank Vettese just had coffee w/ Ikram Al Mouaswas - an exceptional talent. He challenges @MNCOTT to #GoSponsorHer next!

Dominic Barton w/ @clairecolberg from @McKinsey’s NY office. Dom challenges Mark Carney, Don Lindsay, & Sir Martin Sorrell to #GoSponsorHer