



ENHANCE **GENDER EQUITY** WITH SPONSORSHIP PROGRAMS

Catalyst is a leader in helping organizations develop talent through sponsorship programs. With our guidance and training, your organization can create a robust program that will elevate your talent management and pipeline to cultivate future senior leaders.



WHAT IS SPONSORSHIP?

Unlike **mentors**, who help their mentees navigate career choices through formal or informal mentoring relationships, **sponsors** are key decision-makers or influencers within an organization, who use their leadership status to advocate for an individual's advancement.

Sponsorship programs are an essential tool to accelerate someone's career. They help mitigate three critical barriers to women's advancement:

- Exclusion from informal networks
- Lack of role models
- Gender bias



WHY SHOULD ORGANIZATIONS INVEST IN SPONSORSHIP PROGRAMS?

Organizations that implement sponsorship programs report multiple benefits, including:

- Sustained cross-functional talent mobility
- Increased representation of women at the executive level
- Increased retention of high-potential talent



HOW CAN CATALYST HELP?

- Catalyst can help you develop a comprehensive sponsorship program that benefits both individuals and your organization at-large. We will guide you in designing a program to meet the unique needs of your organization, helping you develop its:
 - > Program objectives
 - > Sponsor and protégée selection criteria and process
 - > Organizational alignment and sustainability
 - > Success metrics
 - > Communications
- Catalyst can facilitate your program kickoff, socializing and training sponsors and protégées on what they can and should do to maximize the benefits of the sponsor relationship.

Contact your Relationship Manager to learn more.