

# Mentor vs. Sponsor

## Why You Need Both



Action Guide

### What's the difference between a mentor and a sponsor?

#### MENTOR: talks to you

- willing to offer you their time
- listens, shares experiences, offers advice, gives feedback, helps develop skills

#### SPONSOR: talks about you

[CAREER INVESTOR]

- willing to stake their reputation on yours
- has the power to advocate for you to gain visibility and career growth

### Why do you need a mentor and a sponsor?

- Thought partner who listens, shares and guides you in the right direction
- Provides encouragement, support, validation and challenges you
- Helps with career direction, strategic outlook and advancement
- Shares what it takes, has the experience needed, helps develop skills
- Gives insight needed to navigate relationships, team & corporate dynamics
- Teaches how to effectively manage up & influence strategically
- Acts as your brainstorming & problem-solving partner



### The importance of mentors and sponsors in career development

- Both play pivotal, yet different roles
- Mentors offer support and learning opportunities
- Sponsors build on mentorship and advocate for you
- Both help you learn, grow, achieve career goals

WHAT COULD BE BETTER THAN HAVING BOTH?

# Mentor vs. Sponsor

## Why You Need Both



### Action Guide

## How do I find a mentor?


### START WITH YOUR NETWORK: INTERNAL & EXTERNAL

- Figure out who you are, where you want to go and why you want a mentor
- Consider role models, skills, experience, even title
- Get an “intro”, if possible, or introduce yourself
- Ask if they would be interested in exploring your career journey together
- Try to meet in person, if possible
- Have clear & specific goals, and a career plan to share
- Be able to “sell” your dream, quantify expectations
- Relationship should provide value to both

### How to build a great relationship with your mentor, sponsor or career advisor

- Develop a real connection, gain visibility, find ways to interact (special projects)
- Consider a “network” of developmental relationships (more varied experiences)
- Be clear, focused & prepared on your goals and expectations, align with theirs
- Make it easy and convenient for them, make it comfortable, have coffee waiting
- Research first then get to know them, their journeys, talk 30% of the time (listen)
- Show appreciation, ask if you can follow up in a month to share progress
- Say thank you, and always follow up with a TY note or email

## The best mentorships help both people grow

- 
- People with mentors perform better, advance faster and experience more satisfaction
  - Find the right mentor and you will share curiosity & passion and learn together
  - Ask good questions and engage in conversations where both parties learn and grow
  - Understand your mentor’s goals and priorities, you might become an asset to them
  - Intentional investments can result in a greater connection & a deeper relationship
  - Mentors can enjoy making a difference, to teach is to learn more
  - Mentorship is less transactional, more transformational (shared insights and views, both care about)

# Mentor vs. Sponsor

## Why You Need Both



Action Guide

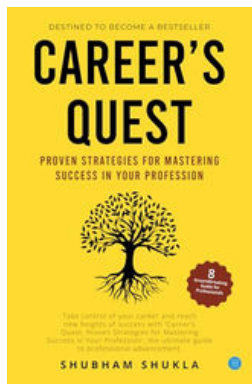
### WANT TO LEARN MORE? CHECK OUT THESE RESOURCES:

[Yale University | How to ask someone to mentor you](#)

[Harvard Business Review | What's the right way to find a mentor?](#)

[NPR | The right mentor can change your career. Here's how to find one](#)

[FORBES | 9 tips to land a great mentor: How to ask a stranger for career advice](#)



This comprehensive guide provides practical tips, exercises, and strategies for self-assessment, goal-setting, navigating the workplace, professional development, and career advancement. This book is perfect for young professionals, mid-career professionals, and anyone looking to take control of their career and achieve success in the modern workplace. The book is filled with real-world examples, case studies, and expert advice to help readers overcome the challenges and obstacles they'll encounter on their path to master your career. With this book, you'll learn how to identify your strengths and weaknesses, set personal and professional goals, build a professional development plan, understand organizational culture, and build strong relationships in the workplace.

### Let's stay connected!

Visit our website and follow us on LinkedIn for the latest leadership & professional development, career advancement and team effectiveness news:

[FOLLOW US  
ON LINKEDIN](#)



[VISIT OUR  
WEBSITE](#)



The Leets Consortium  
Global Leader in Talent Development  
and Leadership Coaching

*“Be the hand that reaches out to help raise someone up. One person’s success can only help another person’s success.”*