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Sponsorship is informal and relationship-based. It rarely appears in a policy or an org chart. What changes it is people, specifically the right leaders, deciding to say your name in rooms you are not in. This guide helps you get honest about where you are and what you will do next.

– PART 1: WHAT YOU HEARD –

What is the single most important thing you heard today that you want to remember six months from now?

Your reflection: This could be a specific statement from a panelist, a reframe, or a moment of recognition.

Sponsorship is often described as informal, relationship-based advocacy from someone with real organizational power. How does that match or differ from what you have experienced or observed in your own career?

Your reflection:

Was there a perspective shared today that you pushed back on, even internally? What was it, and what made it difficult to accept or easy to dismiss?

Your reflection:

– PART 2: WHERE YOU STAND –

Is there someone in your organization, or in your professional network, who is actively saying your



name in rooms you are not in? Who are they, and how do you know?

Your reflection: If the answer is unclear, that is important data.

Who are the two or three people in your organization whose advocacy would most change your career trajectory? What is the current state of your relationship with each of them?

Your reflection: Consider: do they know your work, your goals, and your readiness for what is next?

When my name comes up in leadership conversations, I want people to say I am someone who...

Your reflection:

If you are in a leadership position, whose name have you said in a room recently on their behalf? Who on your team is ready for an opportunity you have not yet created or surfaced for them?

Your reflection:

– PART 3: WHAT YOU WILL DO –

Use the table below to name three specific commitments and a date by which you will do them. Be concrete. 'Build my network' is not a commitment. 'Request a 30-minute conversation with [name] by [date]' is.

COMMITMENT	BY WHEN
1.	
2.	
3.	