

Building An Effective Sponsorship Relationship: Getting Started

1. Get to know each other personally and professionally

- Share personal backgrounds and information – where you grew up, where you went to school, some unique experiences, how you ended up at the organization, your career aspirations, your family, your interests outside work, etc.
- Learn more about your sponsor – what your sponsor is interested in, what projects your sponsor is working on, your sponsor's expertise.

2. Set expectations for the sponsorship relationship

- Share your commitment to the relationship and ensure you know what your sponsor is expecting of you.
- Discuss frequency, preferred method of communication, and preferred venue or location for meeting.
- Make sure to be accessible and flexible – follow through consistently on the commitments that you make with your sponsor.
- Discuss how you both will assess how the relationship is progressing.

3. Give your sponsor information needed to direct their efforts on your behalf.

- What are your goals and aspirations? Needs? Challenges? Opportunities? Experiences? Concerns?