

9 Takeaways for Effective Sponsorship Across Difference for Sponsors

1. **Make the Protégé's success your mission.** Sponsorship is a two-way relationship, but your advocacy and energy will make a huge difference.
2. **Keep your standards and expectations high.**
3. **Build trust with your Protégé.** Be open and honest, listen. Be clear that no issue affecting the Protégé's career is off-limits.
4. **Be responsible and accessible and keep your commitments.**
5. **Don't pretend *not* to notice difference,** but also don't assume what that difference means without getting more information.
6. **Learn more about, and be able to detect, biases and feelings of discomfort, especially your own.** If your Protégé or someone else is courageous enough to tell you they find some aspect of your behavior or decision-making biased, even if that was not your intent, don't be defensive. See that feedback as a gift – an opportunity to understand the impact of your actions and to make changes.
7. **Interrupt the biases and stereotypes when you see it in others.**
8. **Encourage Protégés to develop a heterogeneous network of relationships** within and outside the organization. Doing so can help support them in ways you may not be able to on your own.
9. **Be involved in your organization's diversity-related activities** to increase awareness; this will enhance your ability to navigate differences, expose you to a diverse group of high-performers, and demonstrate your commitment to diversity and inclusion.