

# DEI WORKSHOP

## USING SPONSORSHIP PROGRAMS TO BUILD A TALENT PIPELINE

**Breakout: Customizing a Sponsorship Program for Your Organization**

# Why customizing is important?

- Benefits to the Organization

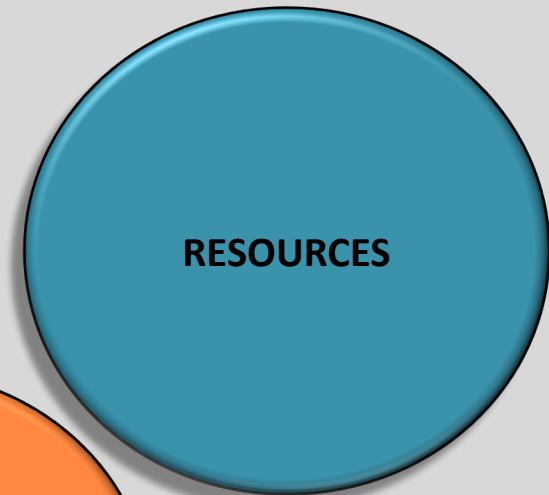
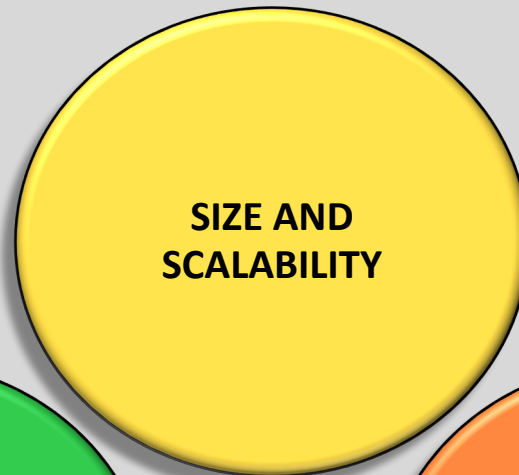
- ✓ Ensures alignment with the organizational objectives
- ✓ Enables optimization of investment of resources
- ✓ Increases likelihood of senior level support
- ✓ Captures and addresses unique requirements of the business
- ✓ Facilitates more accurate measurement of performance, progress, and return on investment
- ✓ Incorporates sustainability and adaptability into the program

- Benefits to the Participants

- ✓ Increases interest and engagement on the part of participants
- ✓ Increases likelihood of relevance of and satisfaction with outcome
- ✓ Recognizable as a personal investment in the participants

***Successful sponsorship programs should be personalized.***

# Some Considerations



# GOALS

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## **What are your organization's goals for the program?**

- 1. Promotion or retention of diverse talent**
- 2. Building a diverse pipeline**
- 3. Augmenting a high-potential/performer program**
- 4. Other**

# ORGANIZATIONAL NEEDS

“Sometimes we are so focused on what we want, we miss the things we need.”

## **What are your organization's needs for the program?**

- 1. Goals not being achieved**
- 2. Leadership competencies**
- 3. Bench strength / succession candidates**
- 4. Improved diversity**
- 5. Other**





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# SUPPORT FROM THE TOP

“Commitment is what transforms a promise into reality.” – *Abraham Lincoln*

**Is your senior leadership committed to seeing the  
program succeed?**

- 1. Yes**
- 2. No**
- 3. Don't know**

# Impacts of Executive Commitment



**PERSONNEL**



**BUDGET**



**OTHER  
RESOURCES**



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# SIZE AND SCALABILITY

“One size never fits all. One size fits one. Period.” – *Tom Peters*

# Considerations

- How large a class can be supported?
- How many participants can be matched (how many sponsors are available)?
- How many cohorts do you want/will you have?
- Is your organization large enough to support sponsors within the same function?
- How much budget and resources can you allocate?

**How do these considerations apply to your organization and what challenges do you anticipate it presenting for you?**



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# STRUCTURE

“The stability of the structure is directly related to the security of the foundation.” – *Blake Higgenbotham*

# Considerations

- What type of organization (in-house versus law firm)
- Work locations (multiple offices, overseas)
- In-person versus remote versus hybrid
- How many stewards / ratio of senior leaders to individual contributors
- How many practice areas and how do they interact?
- Type of core business

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# ORGANIZATIONAL CULTURE

“Corporate culture matters. How management chooses to treat its people impacts everything for better or for worse.” – *Simon Sinek*



# How your culture impacts sponsorship

- Is your current culture DEI-focused?
- Will the organization / division understand why the program is so important?
- What is the cultural impact on messaging and communications about the program?
- Is there a cultural influence on terminology?
- Are there intersectional considerations?



**What else might your organization want to consider in customizing a sponsorship program?**

# QUESTIONS?

“We live in the world our questions create.” – *David Cooperrider*