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Planting a Seed for Sponsorship: Transforming the Mentoring Mindset

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Why are we here?

- Mentors v. Sponsors
- Developing mentors and sponsors: Why is this important?
- Shared challenges and successes
- Lessons learned: Tips for building successful mentorship and sponsorship
 - Action items for law students
 - Action items for employers

What is a Mentor?

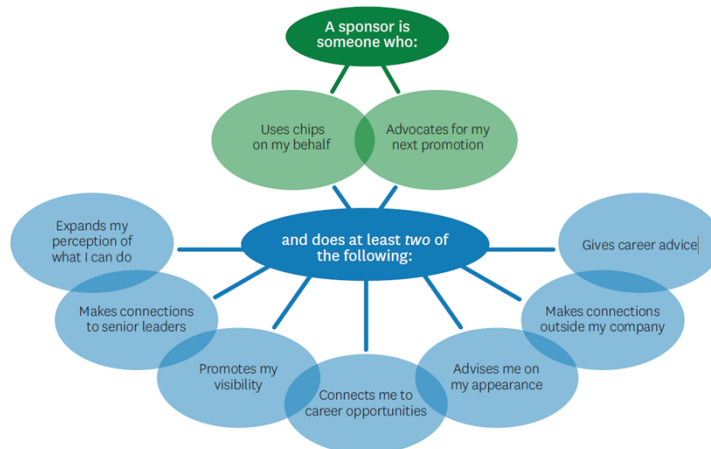


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What is a Sponsor?

FIGURE 2-1
The definition of sponsorship



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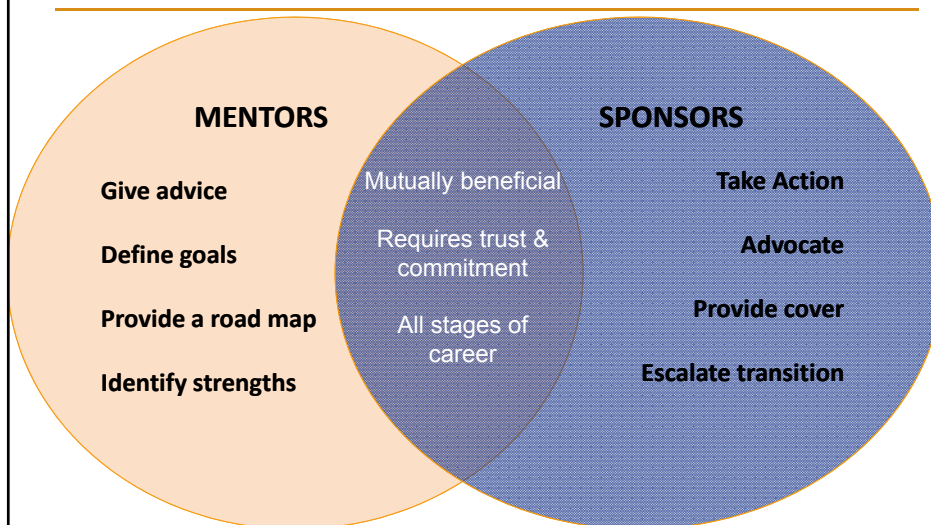
Mentors & Sponsors: We Need Both!

Mentor (Support/Guidance)	Sponsor (Advocate)
Can sit at any level in the hierarchy	Must be firm leaders with influence
Provide emotional support, feedback on how to improve, and other advice	Given protégés exposure to clients and other firm leaders who may help their careers
Serve as role models	Make sure their people are considered for promising opportunities and challenging assignments
Help mentees learn to navigate firm politics	Protect their protégés from negative publicity or damaging contact with firm leaders and clients
Strive to increase mentee's sense of competence and self worth	Advocate to get their associates promoted
Focus on mentee's personal and professional development	Provide an implicit "endorsement"

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Career success does not happen alone.



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From mentorship to sponsorship

- Can a mentor become a sponsor?
- What do your mentorship programs look like?
- Fostering mentorships to build sponsorships
 - How can we do this?
 - When is the right time?

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Great! So what's the problem?

- What are the challenges students face in identifying mentors or sponsors?
- What are the challenges attorneys report when working with law students and young attorneys in a mentorship role?
- What factors are affecting the decision to undertake a sponsorship role?

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Success breeds success!

- How do you see sponsorship happening?
- What makes these relationships successful?
- How can we foster more success stories?

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Sharing Time



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Keys to developing strong mentors and cultivating sponsors

- Identify key players, but create a broad network
- Demonstrate commitment and loyalty
- Build trust
- Self-advocate

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What is our role?

- Introduce best practices and set expectations
- Help foster connections
- Provide tools for cultivating a meaningful relationship
- Educate on the impact of successful sponsorship

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Best Practices: Helping students get started

- Help students connect with mentors – providing a mentoring program
- Introduce best practices for mentoring and set expectations, provide tools for cultivating a meaningful relationship
- Educate students on identifying potential sponsors

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Best Practices: Helping associates get started

- Provide a formal mentoring program
- Create informal mentoring opportunities
- Provide a clear and manageable framework for mentors and mentees
- Help mentors understand how they benefit from the mentoring relationship
- Empower the associates to take charge of the relationship and understand their value add

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Keys to developing strong mentors and planting the seed for sponsors

- Identify key players, and create a diverse support network of mentors and sponsors
- Actively seek out and nurture relationships
- Build trust and prove your loyalty
- Demonstrate commitment to your own development, seek out honest feedback
- Understand and communicate your value

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Identifying sponsors

Law students

- Ask yourself – what are you looking for in a sponsor?
- Ask mentors
- Observe, observe, observe!
- Be humble, but confident
- Diversify

Attorneys:

Think about who -

- Appraises your work
- Gives you honest feedback and advice on career development
- Helps you develop and build relationships with key players
- Champions you

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Advocate

- Help students and young attorneys understand that they should not always let circumstances dictate. Make a plan and set goals.
- Students must take responsibility and speak up for themselves. Mentors can help develop this conversation; Sponsors can help make it happen.

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Take-aways



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Questions



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