

The Five Components of Developing a Sponsorship Program

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Agenda

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Establishing
Objectives

02

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Assessing Firm
Climate

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Strategies for
Implementation

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Feedback, Data
Collection and
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All

1. Establishing Objectives

- Who is the audience?
- What goals are we trying to achieve?
- How will participants be selected?
- How will sponsors be selected?
- What resources (and budget) do we need?
- How will we measure results?

Sample Program Objectives

Improving the engagement of underrepresented, mid-level associates.

Enabling underrepresented lawyers to gain greater exposure across the Firm network.

Cultivating a well-prepared pool of potential candidates for future partner track designation or placement with key clients.

2. Sponsorship Program Components

- ❑ Defining Sponsorship (vs. Mentorship)
- ❑ Establishing Trust / Building Community
- ❑ Group Coaching
- ❑ Individual Coaching
- ❑ Curriculum (in-person and virtual)
- ❑ Meetings with Sponsors
- ❑ Networking

Sample Curriculum

Group Coaching Workshops

- Finding Your Voice
- Communicating Across Differences
- Team Building

McKinsey Connected Leaders Academy

- Problem Solving
- Business Strategy
- Business Fundamentals
- Personal Energy Management

In Person Meeting

- Partner Panels, Business Development, Closed-door Sessions
- Dynamic Communication Skills Improv Workshop
- DiSC Assessment
- Dine-arounds with Senior Associates

3. Assessing Firm Climate

- ❑ 360 Assessments
- ❑ Key stakeholder interviews
- ❑ Town hall events
- ❑ Online surveys
- ❑ Affinity group focus groups
- ❑ Retention and attrition rates



4. Best Practices and Strategies for Implementation

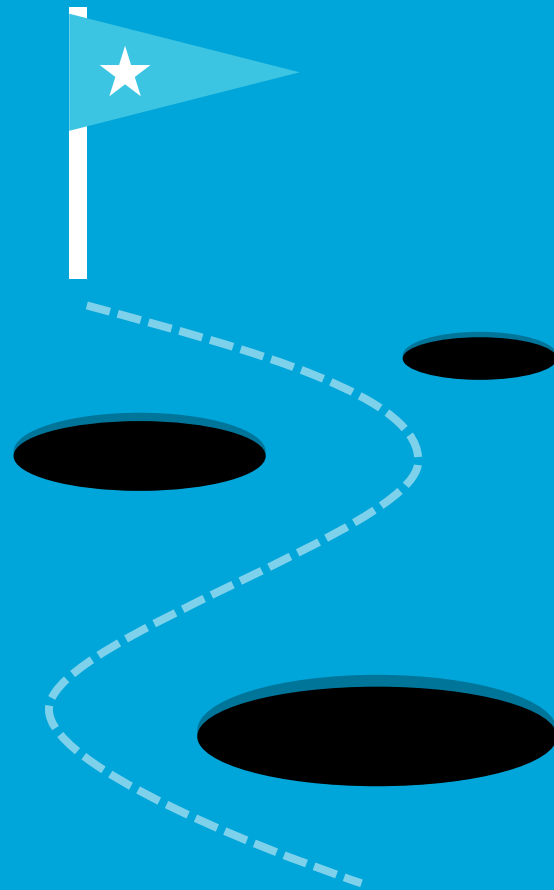
- Program champion(s)
- Project team with clear roles / responsibilities
- Kickoff session – participants and sponsors
- Goal setting for participants
- 1:1 Sponsorship meetings
- Monthly emails with reminders, resources, etc.
- Channels for raising questions and concerns
- Central repository for program resources
- Open forums – participants and sponsors
- Formal and informal networking opportunities

5. Feedback, Data Collection and Analysis

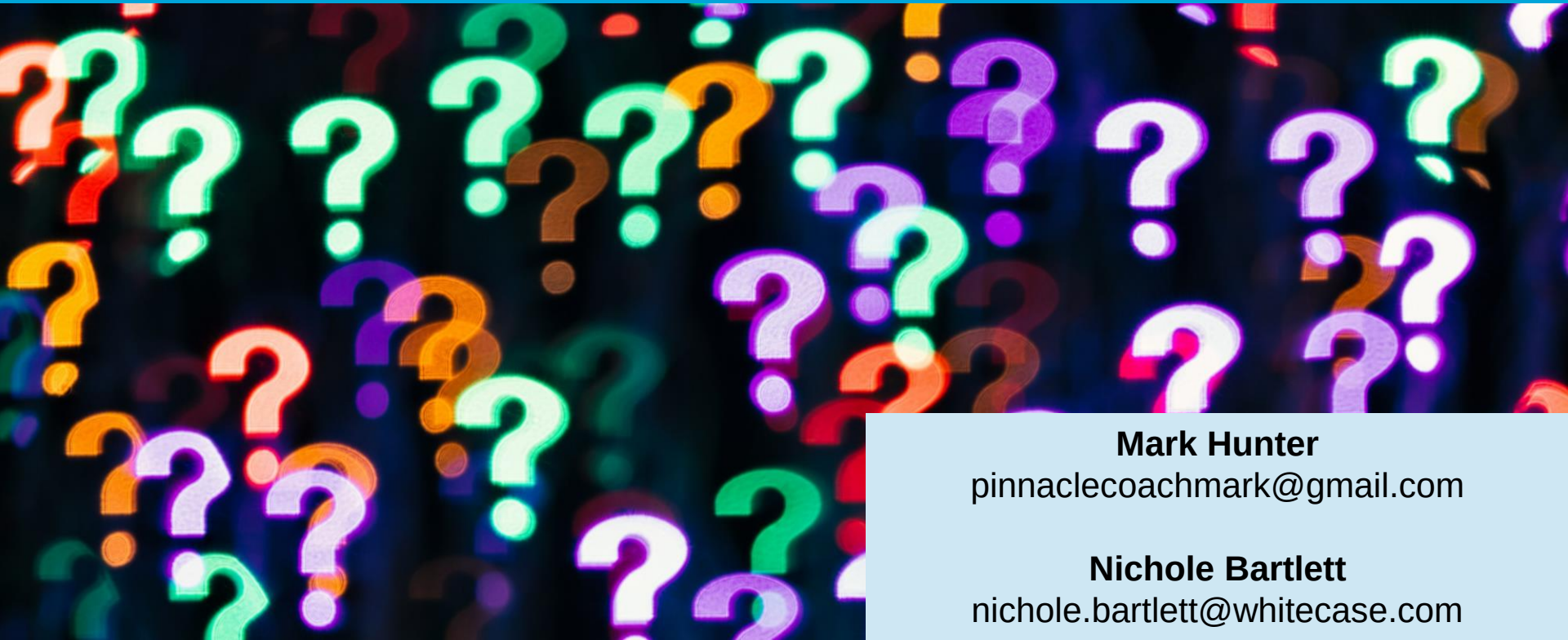
- ❑ Periodic check-ins conducted by the project team
- ❑ Quarterly check-ins conducted by the Global Diversity Committee
- ❑ Online surveys
- ❑ Antidotal feedback
- ❑ 1:1 interviews with sponsors
- ❑ Open forums for participants and sponsors
- ❑ Retention and attrition rates
- ❑ Talent management
- ❑ Strategic client placements

Avoiding pitfalls

- ❑ Establishing trust
- ❑ Communicate, communicate, communicate!
- ❑ Accountability
- ❑ Bandwidth for virtual meetings
- ❑ McKinsey Connected Leaders Academy – value for time
- ❑ Joined up Talent Management discussions



6. Q&A



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