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**\* In This Webinar**

- I. The difference between mentors and sponsors
- II. Attracting the attention of influential sponsors
- III. How to be a good sponsor
- IV. Creating a sponsorship culture

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**\* Recommended**

*Forget a Mentor, Find a Sponsor*  
By Sylvia Ann Hewlett

**“What’s Missing With Mentors: 6 Steps for Attracting the Attention of an Influential Sponsor”**  
By Jo Miller, [BeLeaderly.com](http://BeLeaderly.com)



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**\* Discussion questions**

- 1. Have you had a sponsor?
  - a) How did the sponsorship begin?
  - b) How did your sponsor help you?
- 2. What steps will you take to attract sponsors' attention?
- 3. Have you sponsored someone?
  - a) Why did you choose to sponsor them?
  - b) How did you help them?
- 4. What action will you take to sponsor others?
- 5. What will you do to create a sponsorship culture in your organization?

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