



Gender Equality Series

Session 2: Why Women Need Sponsors, Not Just Mentors

Duration: 75 min

Facilitated by Sangita Kasturi, CEO Action Inclusion



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80/25

Female Teachers/Female Leaders (superintendents)

16%

Females on
corporate boards

5%

CEOs of Fortune 500s

71%

Of non-profit CEOs are male
although staff is mostly female

15yrs

Duration that girls have
been outnumbering boys
in graduating college

79 cents

Earned for every dollar earned by a
man, even in predominantly female
fields like teaching, nursing, etc.

***The Growing Difference in College Attainment between Women and Men--**Dionissi Aliprantis, Timothy Dunne, and Kyle Fee

**NYU SCPS Chronicle of Philanthropy April 2014

When it comes to women, it is not a question of their capability it is our inability to see it.



Who's behind Jonah and Sarah?



What's the difference between sponsors and mentors?

- **Mentors** talk to you
- **Coaches** talk with you
- **Sponsors** talk about you...
when you are not around to advocate for yourself, speak about your accomplishments and position yourself for the next step forward



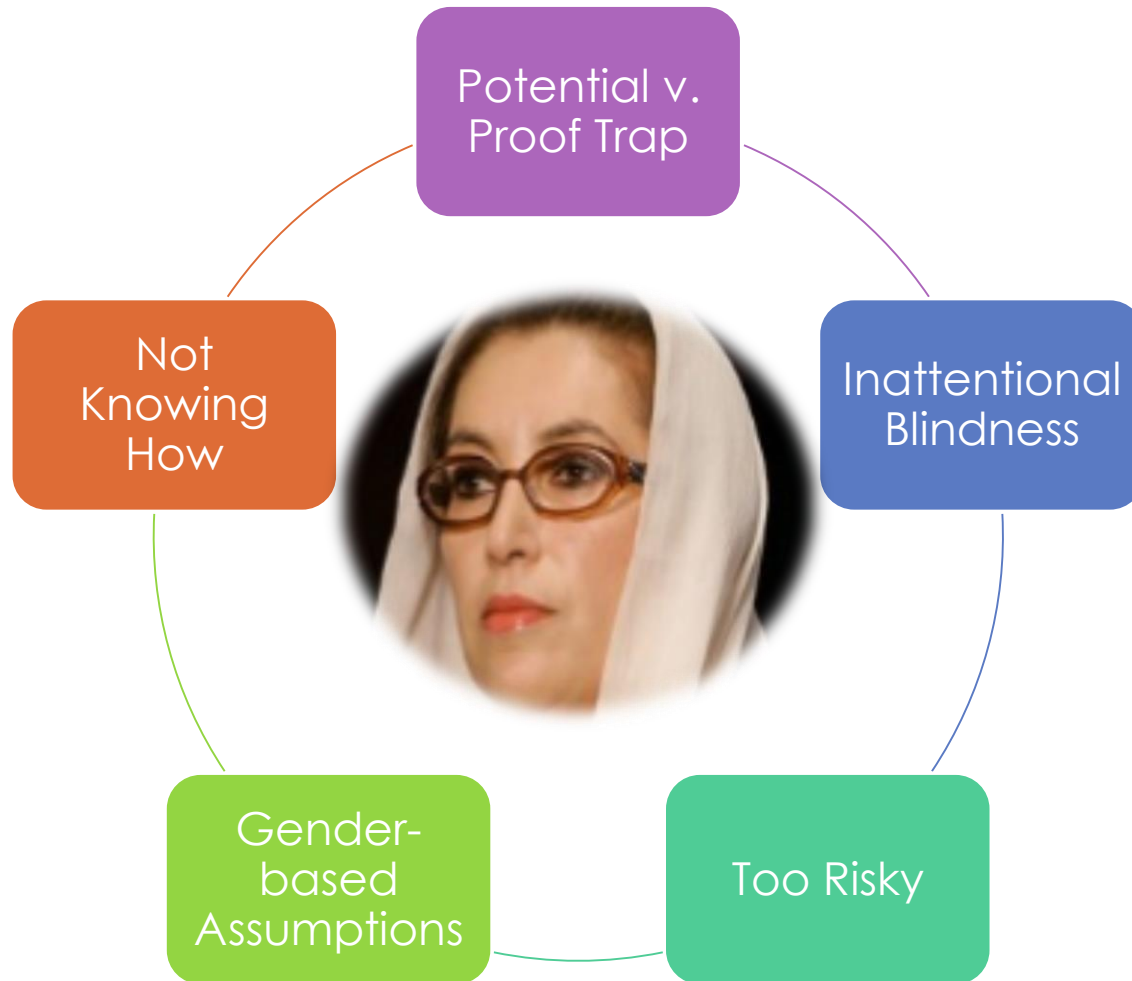
Coaches	Mentors	Sponsors
External to organization. Experts in their field.	Internal or external. Higher career level than mentee.	Senior level, prominent influencer.
Listen	Listen	Watch. See potential.
Advise	Role Model	Take action based on your potential.
Honest (sometimes painful) feedback. Often have insights into others' perceptions of you.	Share stories, provide feedback within boundaries	"Sell" you to those in a position to promote and advance.
May be brought in to address specific behavior	Brought in to support	Believe in your potential, committed to your success.
Action plans for personal growth → that can lead to professional growth	Action plan for professional growth is a bonus	Drive others to develop a pathway for your success.

Catalyst followed high achieving women and men from the top business schools and found:

- No gender difference in ambition, confidence and the willingness to do what it takes
- Women lag men in starting salary and rate of advancement (not because they didn't ask)
- Women were less likely to get high visibility/high risk assignments that lead to promotion ←this feeds the later argument that the women were just not ready
- Men are promoted on potential, women on proven track record

Assumptions about gender are at the root of this... Men and Women perpetuate these assumptions

Why Women Don't Get Sponsored



So, what can you do?

- Look for strategic, big picture thinking as these, rather than collaboration/relationship building may be a female employee's strength
- Check your assumptions about women
- Extrapolate potential
- Be intentional about sponsorship



Formalize Sponsorship

- Educate senior leaders on what sponsorship means
- Move beyond high-potential programs
- Identify sponsorship opportunities, keeping in mind the reasons why women are less likely to be identified as an opportunity
 - Pay attention to women who make you uncomfortable and consider the possibility that their behavior violates your expectations. Be sparing in the rationalization that you would react the same way regardless of gender, because that is what most people do.
- Devise mechanisms to actively “groom” female employees for the next step – work with your succession planning program
- Audit the grade level at which females drop off
- Women accomplish more than they are given credit for. Consider telling their stories in a visible way so that their accomplishments become central to the narrative of success and leadership in your organization.

Personal Action Plan (handout)

- Gender equality is a complex social and personal issue that impacts everyone.
- While there is no silver bullet, all of us can commit to one or two things we can do to increase the likelihood that all human beings to reach their potential, regardless of gender.
- This worksheet is designed to help you begin to take some steps derived from the information shared today.

1. One thing I will do to support individuals who behave in ways that are atypical for their gender:

2. One thing I will do to help my organization differentiate between mentors and sponsors:

3. One thing I will do to reframe the story of success and leadership in my organization is:

THANK YOU!

For More Information Contact



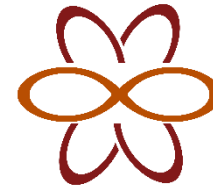
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"A world that is just for women and girls."

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