Webinar Series:
The Differences Between Mentoring and Sponsorship

Shane Nelson
Vice President, Editor, DiversityInc Best Practices
Encourage Your Colleagues to Sign Up to DIBP

- Use testimonials from employees that access DIBP.
- Promote DIBP to employee resource groups.
- Encourage talent-development leaders to use and educate employees about access to DIBP.
- Include message about DIBP or include links to career advice content on company intranet.
Meet Today’s Panelists

Randy Cobb, Director, Diversity & Inclusion, Southern Company

Matthew Hanzlik, Program Manager, Diversity & Inclusion, Nielsen
CAREER DEVELOPMENT
Who Is My Career Manager?

YOU ARE!

• Work with your manager
• Determine ‘your’ career path
• Identify ‘your’ goals
• Assess ‘your’ skills
• Where do you need help

Then you will understand when you need a mentor, a sponsor or both of them!
Mentoring is a relationship between two people with the goal of professional and personal development. The "mentor" is usually an experienced individual who shares knowledge, experience, and advice with a less experienced person, or "mentee."

“One good mentor can be more informative than a college education and more valuable than a decades income”. Author Sean Stephenson
Benefits of a Mentor

• Improves employee satisfaction and retention
• Enriches new-employee initiation
• More appealing to recruits
• Helps to develop self confidence
• Trains your leaders
• And the best part is, it's free

Mentoring helps you "figure out what you want to do with your life … who are the people who will help you get there … and how do you connect with them."
Successful Mentoring

- Promotes a greater sense of motivation and direction
- Aids in expanding your professional network
- Helps to establish allies
- Facilitates in finding opportunities
- Improves interpersonal communications
A Sponsor?

Chief role is to develop you as a leader
• A mentor can guide you to the right doors, but a sponsor will help you knock them down—and even knock them down for you
• Sponsors make you visible to leaders
• They connect you to career opportunities
• Advise you if you encounter trouble
What Do I Look for in a Sponsor?

• A sponsor who is well-respected in the company
• **Publicly** supports YOU
• Is confident in you and values your contributions
• Has the power to change your career and become a strategic ally

*In the end, it’s a sponsor's clout, not style, that will turbocharge your career.*
# Quick Reference

<table>
<thead>
<tr>
<th>Mentor</th>
<th>Sponsor</th>
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<tbody>
<tr>
<td>More strategic</td>
<td>Promotes your Leadership</td>
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<tr>
<td>Formal planning</td>
<td>Increases exposure/visibility</td>
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<tr>
<td>Relationship driven</td>
<td>Is your advocate</td>
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<tr>
<td>Involves diversity</td>
<td>Supports you with upper management</td>
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<td>Broader insights</td>
<td>Opens doors and creates opportunities</td>
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<td>Develops your leadership</td>
<td>Has confidence in You</td>
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Southern Company Gas

• **Mentoring**
  – Informal
  – Group
  – Formal
  – Specialized engagement programs

• **Sponsorship**
  – Individualized
  – Succession Planning
  – Specialized program
THANK YOU
MENTORING, COACHING & SPONSORSHIP AT NIELSEN

DiversityInc Best Practice Webinar

Matthew Hanzlik
Tuesday, April 24, 2018
THE SCIENCE BEHIND WHAT’S NEXT

WATCH

BUY

LISTEN
“Diversity and Inclusion are crucial to our growth, strength and ability to innovate”

Nielsen CEO Mitch Barns
OUR APPROACH TO DIVERSITY & INCLUSION

To infuse diversity and inclusion into everything we do

**Associate**
Our associates consistently experience an inclusive culture that respects their skills, abilities, experiences and cultural backgrounds while leveraging difference to achieve superior results.

**Client**
Our clients and the FMCG and media industries see Nielsen as the definitive source for measurement and insights, especially for diverse consumers and audiences.

**Community**
Our communities around the world know who we are, trust us to be the source for unbiased information, and are proud to be a part of our panels.

**Visibility**  **Access**  **Opportunity**
**Be Yourself, Make a Difference, Grow with Us**

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**Strategic Approach**
- Accountability
- Career & Leadership Development
- Retention
- Supplier Diversity
- Education
### HOW DO WE DEVELOP & ACCELERATE TALENT?

<table>
<thead>
<tr>
<th>TRAINING</th>
<th>MENTORING</th>
<th>COACHING</th>
<th>SPONSORING</th>
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<tr>
<td>Increase knowledge, awareness &amp; skill</td>
<td>Transfer mentor’s experience &amp; knowledge</td>
<td>Enhance performance with mindset, perspective and behavior change</td>
<td>Advocate for the individual &amp; create differentiated experiences</td>
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<tr>
<td>Structured for the group</td>
<td>Structured for the individual</td>
<td>Structured for the individual</td>
<td>Structured for the pair</td>
</tr>
<tr>
<td>Topics are based on role, team agenda and participants’ gaps</td>
<td>Topics are based on mentor’s experience &amp; mentee’s gaps</td>
<td>Topics emerge from challenges in the coachee’s real world</td>
<td>Experience based on sponsor’s position &amp; protégé’s needs</td>
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**Skill-building**  
Develop Awareness, Knowledge & Skill  
Advice  
Transfer Skills & Perspective  
Enablement  
Change Mindsets, Beliefs and Behaviors  
Advocacy  
Champion & Open Doors

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*Development relationships will flex through elements as needed*

Source: Adapted from Center for Creative Leadership
HOW DO WE DEVELOP & ACCELERATE TALENT?

SPONSORSHIP
- Senior Leader Sponsorship Program

COACHING
- Diverse Leadership Network
  - myCoach
  - Coaching workshops

MENTORING
- ERG Mentorship Networks
- Business Mentorship Programs

TRAINING
- Unconscious bias
- Working in an inclusive environment
- Driving innovation through diversity
NIELSEN DIVERSE LEADERSHIP NETWORK

- 15-month ‘mini MBA’ with a fully diverse participant roster
- Mid-career high performers, high potentials

**IDENTIFY**
Identify high-performing, top talent with leadership potential

**DEVELOP**
Develop associates for greater success in role and readiness for larger roles

**ACCELERATE**
Accelerate career moves up and across the business

**ENGAGE & RETAIN**
Engage and retain associates during and after program

**EXPAND**
Expand impact beyond graduation with alumni program

Strengthen Nielsen’s Leadership pipeline with talent that represents the diversity of the clients, communities and markets we measure & serve
15 MONTH ‘MINI-MBA’ WITH COACHING

**EXPERIENTIAL LEARNING**
- Case Studies
- Business Impact Projects
- Community Impact Projects

**EXECUTIVE EDUCATION**
- Business Acumen
- Leadership Competencies
- Learning Cohorts

**NETWORKING**
- 150+ Participants, Alumni & Coaches
- Collaborate for Impact

**FACULTY WORKSHOPS**
- Organizational Priorities
- Leadership Experience
- Two-Way Visibility

**COACHING**
- 1:1 Coaching with Sr. Leader
- Professional External Coach
- Coaching to Foster Change

Ongoing coaching training
OUR OUTCOMES

- 93% of alumni in new/expanded role
- 20% of alumni have reached VP/GM
- Retention exceeds high-performing peer set by 12%
- Building diversity & inclusion champions

Source: 2017 DLN Full Year Metrics
SENIOR LEADER SPONSORSHIP PROGRAM

- **10-month program** → ongoing relationship
- **Participants**: senior level top talent
- **Sponsors**: CEO + 1
- Alignment on expectations:
  - **Participants**: what experiences do they need to advance their career?
  - **Sponsor**: what experiences do they need to advocate?
- **Differentiated experiences**:
  - What, why, how
- **Success = Retention, Career Movement**

Further strengthen Nielsen’s Leadership pipeline with talent that represents the diversity of the clients, communities and markets we measure & serve.
OUR OUTCOMES

- 100% retention of sponsorship participants
- Over 50% began a new role
- Second cohort launches April 2018
- Building diversity & inclusion champions

Source: 2017 DLN Full Year Metrics
OUR KEYS TO SUCCESS

1. Deliberate coaching and sponsorship pairings
2. Invest in (and support) the whole relationship up front
3. Clear expectations for participants and coaches/ sponsors
4. Ensure accountability
5. Share success to enlist more champions