



Sponsorship Strategy Map

A 1-Page Career Acceleration Tool

Use this worksheet to **identify, attract, and activate strategic sponsors** who can advocate for your advancement behind closed doors.

STEP 1: Identify Potential Sponsors

List 3–5 senior leaders inside or outside your organization who:

- **Have access to high-level decision-making**
- **Know your work (or could know it with the right exposure)**
- **Are known for developing or promoting talent**

Potential Sponsors:

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
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STEP 2: Assess Your Visibility

For each person you listed, answer:

- Do they know my name? YES / NO
- Have I served/supported them or their team? YES / NO
- Do they know what I'm great at? YES / NO
- Have they seen my results? YES / NO
- Have I worked directly with them or near them? YES / NO

Who do I need to get in front of more?

STEP 3: Strengthen the Value Connection

Ask yourself:

- What results or strengths would make me a **valuable investment** to this person?
- How does my growth align with their goals, team, or mission?

Write a clear value statement:

"Here's what I bring to the table:"

STEP 4: Craft Your Sponsorship Ask

Use this script to start a conversation:


“I really admire how you’ve championed talent and developed leaders. I’m at a stage in my career where I’m seeking both feedback and advocacy to grow. If you’re open to it, I’d love to learn from you—and explore how I might contribute to high-impact work you’re leading.”

Or make it contextual:

“I saw you’re leading [initiative/project]. I’d love to support the work and contribute meaningfully. Also, I’m looking for guidance and potential sponsorship opportunities—would you be open to a conversation?”

STEP 5: Track Your Network

| Sponsor Name | Role/Org | Last Contact | Next Step | Notes |
|--------------|----------|--------------|-----------|-------|
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 **Pro Tip:** Sponsorship is earned through value + visibility + trust. Be consistent, be excellent, and be intentional.