



Cultivating Strong Relationships, Mentors & Sponsors

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Cultivating Strong Relationships, Mentors & Sponsors

A success formula!

Success = Excellence + Exposure



Why strong relationships?

To deliver...



Business Growth



High-Performing
Teams



Emotional
Well-Being

- ❖ Provide emotional support, motivation & sense of belonging
- ❖ Help you collaborate and share your personal brand
- ❖ Support you in creating opportunities
- ❖ Boost your confidence & make career/life decisions
- ❖ Fulfill your leadership potential



Additional Benefits of Cultivating Strong Relationships

1. Overall Happiness & Life Satisfaction



Relationships contribute significantly to overall happiness and life satisfaction over the long term

The Harvard Study of Adult Development

2. Greater Job Satisfaction & Career Success



Mentors provide guidance, wisdom & expertise, helping mentees navigate careers and personal lives

Journal of Vocational Behavior

3. Higher Visibility & Levels of Compensation



Sponsors advocate & support your career growth. You're significantly more likely to achieve **higher levels of comp, visibility & access to networks** otherwise hard to obtain

Harvard Business Review Press

Key Takeaways: 3 Strategies for Cultivating Strong Relationships, Mentors & Sponsors

1

Connect
with your Centers of
Influence Network

2

Be Thoughtful
Prepare and
show up!

3

JDI - Execute
with a Growth
Mindset



How Strong is Your Network Today?

Let's find out with a poll!

1. Connect with your Centers of Influence Network

Build relationships with...

- Managers & their peers, other Sr. leaders
- Your Peers
- Your team/direct reports
- Sponsors & Mentors
- Clients, partners, other stakeholders

Notice gaps

Build a strong “army of allies”

Shift from being “transactional” to “relational”

In Your Workbook



1. What the Best Mentors Do

Great Mentors

- Share mutual trust
- Help you navigate the landmines/workplace
- Mirror back to you what you sometimes can't see
- Connect you to resources, make introductions
- Give you objective and open feedback
- Don't sugar coat the feedback
- Provide moral support



1. What the Best Sponsors Do

Great Sponsors – leverage their seniority, reputation & credibility to:

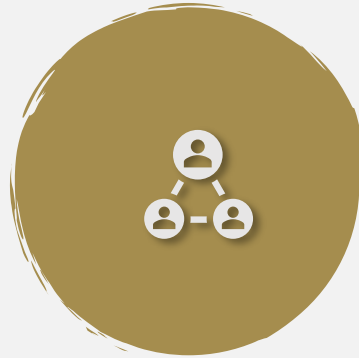
- Advocate for you and create career opportunities
- Publicly endorse your qualifications
- Provide visibility and exposure to their network
- Take risks on your behalf: champion your next promotion, development opportunity, or higher compensation
- Challenge you to grow & take on more responsibilities
- Believe in you and your abilities





INVITE THEM TO 15-MIN CYBER-COFFEE/TEA

Be proactive about
connecting consistently



CONTRIBUTE TO THEM

Share your impact
and the team's



GET CURIOUS ABOUT THEM

What are they up to?
Check LinkedIn



FOLLOW-THROUGH

Share info of
"interest" to them.
Know their "WIFM"

How to engage with Your Centers of Influence Network, Mentors & Sponsors



*Connect with your centers of
influence network*

**What's your #1
insight ?
(make a note)**

2. Be Thoughtful

HOW?

Build trust

- Keep your word, be authentic, vulnerable

Listen actively

- Ask follow up questions, “what,” “how”

Be intentional

- Schedule it, reach out—part of your job

Share your viewpoint

- Don’t be afraid to share your perspective—challenge each other respectfully



2. Be Thoughtful:

Make it count!

Prepare: what do you want to accomplish?

Share Why you wanted to connect

Show up!
Be present

Share wins and challenges!

Build collaborative relationships

Develop yourself professionally,
pay it forward & have fun



3. Just Do It - Execute with a Growth Mindset

- ✓ Acknowledge fears and doubts about cultivating strong relationships, mentors, and sponsors
 - Not enough time!
 - Self-doubt: what do I have to offer them!
 - Procrastination
 - Fear of failure
 - Fixed mindset
 - Perfectionism
- ✓ Have faith in your abilities to navigate through them
- ✓ Practice reframing any challenges and setbacks as opportunities for learning
- ✓ Seek opportunities to step out of your comfort zone (i.e., ask for the 15-minute cyber coffee/tea)
- ✓ **Adopt these beliefs:**
 - “Everything is happening *for* me” (Byron Katie)
 - “Even if I don’t see the results I want, I get to tweak and try again”

In Your Workbook



*Be thoughtful * JDI - Execute with
a growth mindset*

**What's your #1
takeaway?
(Let's discuss it live!**

Key Takeaways Recap:

3 Strategies for cultivating Strong Relationships, Mentors & Sponsors



**1. CONNECT WITH YOUR
CENTERS OF INFLUENCE
NETWORK**



**2. BE THOUGHTFUL
PREPARE, ASK
EMPOWERING QUESTIONS,
“SHOW UP”**



**3. JDI - EXECUTE WITH A
GROWTH MINDSET**



What can you do today to enjoy 12-months from now?

- ✓ Draw your Centers of Influence Network & assess how healthy it is
- ✓ Pick 1 – 3 steps you'll take next: i.e., schedule reaching out to a mentor & Sponsor
- ✓ Share your steps with your Circle to create accountability, follow through, support each other!



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Your Private Resources Page

- ✓ Sessions' Workbooks, Presentations' PDFs
- ✓ Training & Bonus Videos
- ✓ Free eBooks from Dr. Baro
- ✓ Email support, M – F, 9 AM – 5 PM ET



ExecutiveBound.com/wind23



“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

Maya Angelou






THANK YOU!

“My Why is to reach my full potential and to help my son, Kyle, and my clients achieve theirs.”

Let's Connect

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APPENDIX



Dr. Ginny A. Baro



Dr. Ginny A. Baro, Ph.D., MBA, MS, CPC, immigrated to the U.S. at age 14 with nothing more than a dream. Today, she is an award-winning international transformational speaker, leadership coach, career strategist, and author with over three decades of experience in the corporate world. As the founder and CEO of ExecutiveBound™, Dr. Baro helps emerging executives by providing a unique approach to leadership development that is grounded on research, best practices, and lived experiences, which she uses to help her clients unlock their full potential.

Named one of the Top 100 Global Thought Leaders, Dr. Baro's expertise in leadership development has been recognized by Fortune 500 companies and partners, including McKinsey&Company, Verizon, Merck, and Pfizer, where she has been invited to speak numerous times on the topic. She has also been featured in numerous media outlets, including NBC, ABC, Fox, Univision, USA Today, Yahoo Finance, New York Business Journal, and Latinas in Business. She is a highly sought-after leadership coach and speaker for McKinsey&Company's Hispanic/Latino Executive Program and a subject matter expert on Personal Branding for the Management Accelerator since 2021.

Dr. Baro is the author of [two best-selling books](#): *Fearless Women at Work* and [Healing Leadership](#). Her books have been praised for their practical advice and actionable strategies. In 2020, Dr. Baro created the [Fearless Leadership Mastermind™](#) to help high-potential female leaders of all backgrounds grow and advance. Her expertise, passion, and commitment to helping leaders and women make her an invaluable resource to any organization looking to unlock the full potential of their talent and achieve success in their business. To learn more, please visit www.ExecutiveBound.com.

