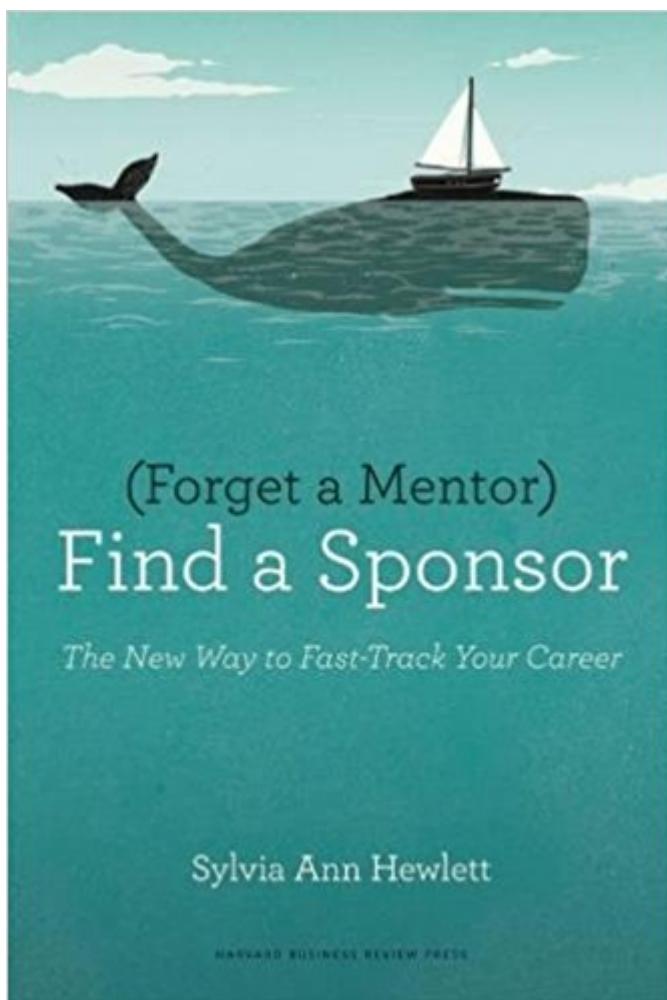


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# Forget A Mentor, Find A Sponsor: The New Way To Fast-Track Your Career



## Synopsis

Whoâ™s pulling for you? Whoâ™s got your back? Whoâ™s putting your hat in the ring? Odds are this person is not a mentor but a sponsor. Mentors can build your self-esteem and provide a sounding board; but theyâ™re not your ticket to the top. If youâ™re interested in fast-tracking your career, what you need is a sponsor; a senior-level champion who believes in your potential and is willing to advocate for you as you pursue that next raise or promotion. In this powerful yet practical book, economist and thought leader Sylvia Ann Hewlett; author of ten critically acclaimed books, including the groundbreaking Off-Ramps and On-Ramps; shows why sponsors are your proven link to success. Mixing solid data with vivid real-life narratives, Hewlett reveals the two-way street that makes sponsorship such a strong and mutually beneficial alliance. The seven-step map at the heart of this book allows you to chart your course toward your greatest goals. Whether youâ™re looking to lead a company or drive a community campaign, Forget a Mentor, Find a Sponsor will help you forge the relationships that truly have the power to deliver you to your destination.

## Book Information

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## Customer Reviews

Hewlettâ™s book is full of smart advice, backed up by data, about the impact that a senior-level leader who acts as an advocate can have on others. Washington Post; Over the years, Iâ™ve certainly had mentors who were generous with their time and kept plentiful boxes of tissues in their offices. Iâ™ve had supporters and cheerleaders. And Iâ™m

grateful for all those whoâ™ve given me opportunities. But it wasnâ™t until I read about Sylvia Ann Hewlettâ™s new research in her book, *Forget a Mentor, Find a Sponsor*, that I understood what I had been yearning for all those years was an advocate.â • &#151; Washington Post&#147;This is an easy-to-read, powerfully written book. It has lots of potent examples, and clear advice on the steps to developing sponsorship.â • &#151; *Globe & Mail*&#147;This is a must-read book for anyone looking for substantive&#133;advice on career advancement.â • &#151; *Forbes*&#147;Her research, presented, compellingly in her latest book, *Forget a Mentor; Find a Sponsor* (2013: Harvard Business Review Press)&#133; is not only enlightening, but also practical.â • &#151; The Huffington Post&#147;Hewett, an economist...shows why sponsors, not mentors, are the proven ticket to the top and why women and minorities need them most.â • &#151; *Irish Times*&#147;an eye-opener for ambitious professionalsâ • &#151; *Chicago Tribune* ADVANCE PRAISE for *Forget a Mentor, Find a Sponsor*: Anne-Marie Slaughter, author, &#147;Why Women Still Canâ™t Have It Allâ • &#151; &#147;High-potential women need sponsors who will not only provide advice but also actively create opportunities to shine and advance. Hard work and merit are simply not enough.â • Cornel West, Professor of Philosophy and Christian Practice, Union Theological Seminary&#151; &#147;A powerful and urgent book. Sylvia Ann Hewlett shows how women and people of color can win sponsors and take their place at decision-making tables.â •

Sylvia Ann Hewlett is the founding president of the Center for Talent Innovation, a nonprofit think tank where she chairs a task force of 75 global companies focused on fully realizing the new streams of high echelon labor in the global marketplace. She is currently ranked #11 on the Thinkers50 list of the worldâ™s most influential business thinkers.

While I found that it had some helpful points for understanding the difference between a mentor and a sponsor, I was disappointed at its lack of practical steps for how to negotiate the delicate conversation of requesting the mutual relationship of sponsorship. It had lots of evidence that backed the importance of a sponsor, but after recently having experienced what can happen if you don't ensure that you have a sponsor, it was like rubbing salt in a wound and not providing any steps forward. I have identified potential sponsors without the help of this book and feel like I wasted my time reading for guidance that never materialized. Worthwhile material in here, but lacks the part of finding/securing a sponsor.

I love the book, and I'm a white, middle-aged man. Everyone has some disabilities that can make it

feel difficult or impossible to rise to ones potential. So, the principles, concepts, illustrations, and suggestions given in this book are rich--valuable--potentially precious, but only if you take them to heart and make a concerted effort to apply what you learn. Chances are if you want to get ahead, you will almost automatically put them to work right away. As others pointed out, her aim is not to throw mentors under the bus, but to help us understand the difference between a mentor and a sponsor. I'm glad I bought the book. I haven't put to practice what I've learned fully since I just purchased and read it, but it is helping me see things differently and I believe I will be more able to open more doors in the near future. I'm already seeing changes for the better at work.

The author gives a seven point plan to succeed and every word is brilliant. There's nothing about being lazy in here. It will require hard work and dedication. As I read it, I cringed over the many mistakes I'd made over time. I wish I had this book when I was first starting out. It's a game changer.

Interesting read. This book is an economist's view, using economist style data and analysis to help career minded women achieve their ambitions. Many women could find inspiration to get themselves engaged in their own career success and in the career success of others, but some may be looking for a more practical way to get started than this book provides.

I purchased the books for an African American ERG at work. The book clearly defined the difference between a mentor verses a sponsor and the value that they both have. Via the examples the book charged you to self assess, provided tactical instructions, and highlight some of the obvious feelings of distrust occurs but no one ever talks about it. Get read!

This book explained an aspect of upward mobility that is not obvious to most women and minorities. As a successful female middle manager, stuck in the middle, this book provided a road map to increasing my chances of moving up. This book also provided insight to the relationship dynamics of the workplace, now I can see who is being "sponsored", an aspect I used to call the "favorites". The book was practical, easy to read and as I read the book I started using the principles. I have already successfully found my first sponsor. This book should be read by every female college grad.

One of the best business books for women of color. The book pinpoints to every difficult scenario in corporate America and has actionable items to get through.

I was able to read this book in about 2 days, because of 2 reasons: I'm a fast reader and the type/font is large enough. The content of the book is very valuable if you are feeling stuck on how to get yourself promoted on the next level. There are mostly female stories/cases in this book with one or two regarding male scenarios. Plan on highlighting some of the items in the books and make notes so you can start brainstorming on how to put these idea to work. Good luck in your career goals!

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