Secondary Research Key Findings

Defining: "mentorship" vs "sponsorship" and why is it important (1,2,6, 10)

"The reason sponsorship is so important is the measurable differences on career development and advancement than mentorship alone . A mentor is someone who can give advice and guidance whereas a sponsor can actively help the woman achieve her goal by being an advocate and placing her resume on the right desks." - Brenda Darden Wilkerson

- **Reverse Mentoring:** A recent trend in progressive corporations puts younger employees as the mentors, helping older employees get more familiar with issues such as technology, understanding Millennials in the workplace, or diversity and inclusion. The upside for you, besides helping someone with your knowledge, is developing a relationship with someone in power in the organization, who can eventually become a sponsor for you.

- The advantages of sponsorship for protégés may be clear, such as access to opportunities and having their achievements brought to the attention of senior management, but sponsors gain as well, by becoming known as cultivators of talent and as leaders. Importantly, organizations that welcome such sponsorship benefit too — creating a culture of support, and where talent is recognized and rewarded for all employees.

- Companies with the highest rates of retention have a significantly higher rate of sponsorship programs (55.0% of top companies that participated in the "Measure What Matters" survey have a sponsorship program)

Sponsoring Women to Success (3, 11)

Report analyses of 93 women and men participants revealed that sponsorship:

- Is key to advancing high performers and gives them greater opportunities to excel through skill development and increased visibility.

- Acts as a differentiator at the top and a means to overcoming barriers for women.

- Provides valuable benefits to sponsors, including feedback, enhanced skills, increased knowledge of company needs and opportunities, and personal and professional satisfaction.

- Provides direct and indirect benefits to organizations, including better leaders and teams and increased organizational commitment.

Key findings from: Heidrick & Struggles' "Creating a Culture of Mentorship" study with more than 1,000 professionals:
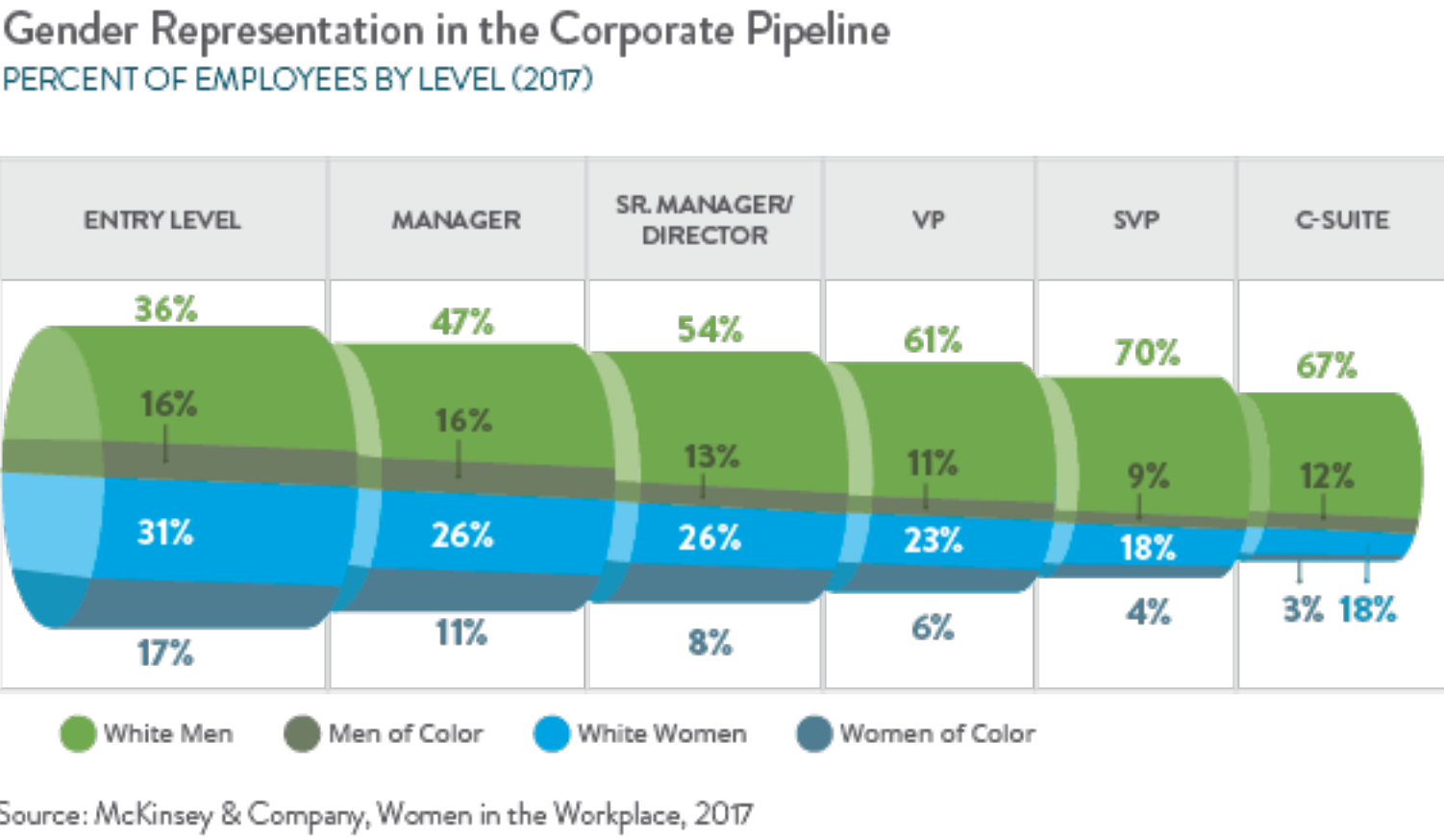
- A significant portion of respondents noted they were interested in mentors alerting them to opportunities inside their organization (37%) and getting connected with others who could help them advance in their careers (33%), indicating they may be seeking sponsorship versus mentorship.

- More than three in four respondents report that their most impactful mentoring relationship was either "very important" or "extremely important" to their career development

- More than half of those respondents who participated in formal mentoring programs at work were satisfied with the experience—yet just 27% of respondents said their organization offers such programs.

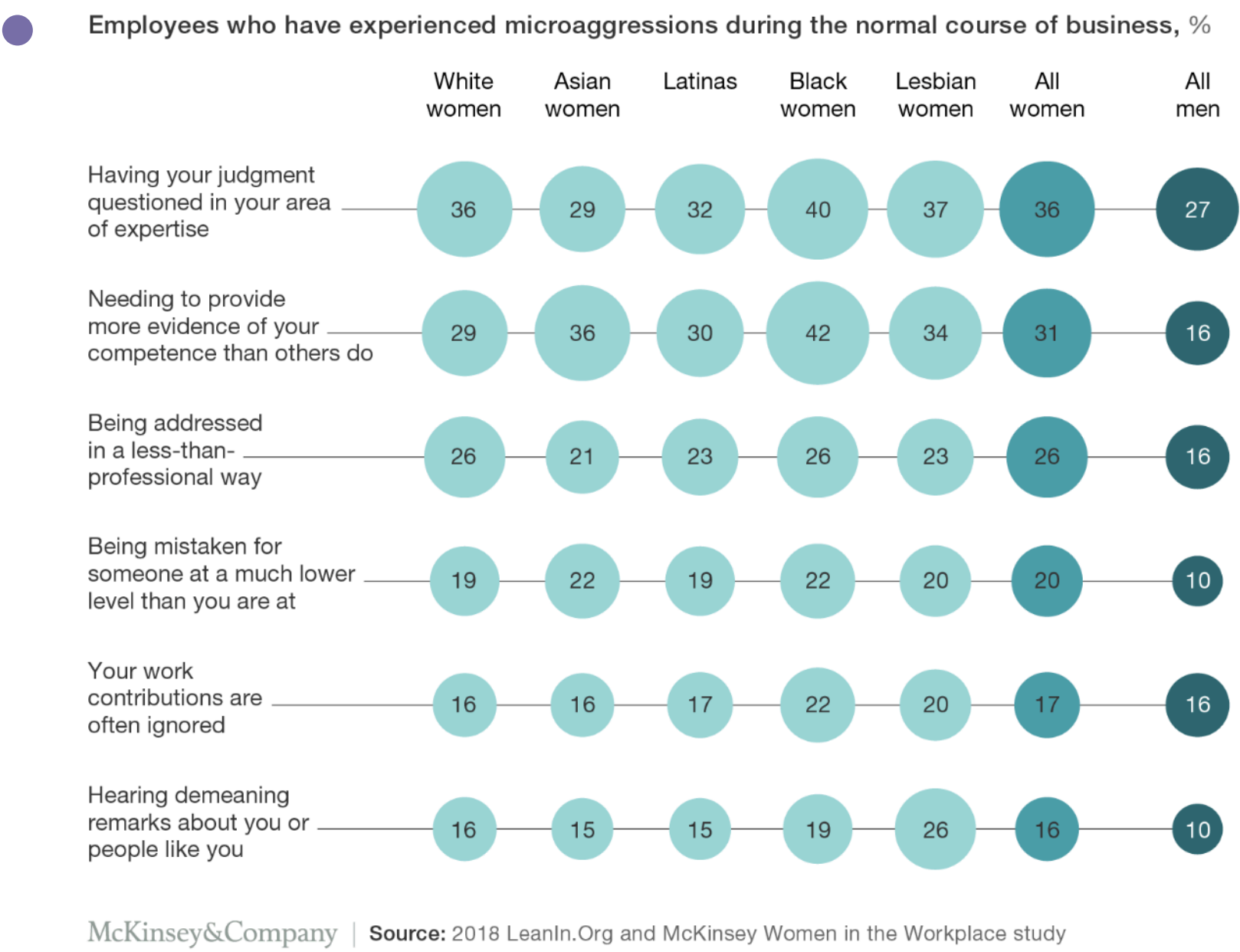### Things to consider when designing/building (7,8,9)

- Market the program to company-wide, allow for cross-departmental collaboration and mentorship
- Match complementary skills (i.e. UX designer with developer - allowing exchange of valuable skills and insights with each other)
- Structure - set a routined "meet up" time
- Encourage effective and clear communication
- "if you're clear that what you want a program to do, is to increase the number of women getting promoted, then you're going to look for a different kind of person to serve as a sponsor or as manager, than if your goal is mostly to make sure that people get some coaching and advice"

Common issues women face in the workplace (4,5)

- Gender income inequality (Females make about 20% less than their male counterparts)
- Work-family life balance
- Gender bias and stereotypes
- Career advancement barriers
  - Men are more likely to be hired into manager-level jobs, and are far more likely to be promoted into them. For every 100 men promoted to manager…only 79 women are promoted
  - According to a 2016 McKinsey report, "Women in the Workplace," white men make up 36% of entry-level corporate jobs, and white women make up 31%. But at the very first rung above that, those numbers change to 47% for white men and 26% for white women — a 16% drop. For women of color, the drop from 17% to 11% is a plunge of 35%.

Gender Representation in the Corporate Pipeline
PERCENT OF EMPLOYEES BY LEVEL (2017)

Source: McKinsey & Company, Women in the Workplace, 2017

- Harassment - microaggressions

Employees who have experienced microaggressions during the normal course of business, %

McKinsey&Company | Source: 2018 LeanIn.Org and McKinsey Women in the Workplace study

Sources

(1)   https://www.catalyst.org/wp-content/uploads/2019/01/sponsoring_women_to_success.pdf
(2)   https://www.workingmother.com/mentors-vs-sponsors#page-3
(3)   https://www.forbes.com/sites/kellyhoey/2018/12/20/forget-mentoring-sponsorship-is-whats-needed-to-keep-women-in-tech/#f8bd0085f4aa
(4)   https://www.aauw.org/research/the-simple-truth-about-the-gender-pay-gap/
(5)   https://www.mckinsey.com/featured-insights/gender-equality/women-in-the-workplace-2018
(6)   https://hbr.org/2018/09/dont-underestimate-the-power-of-women-supporting-each-other-at-work
(7)   https://www.forbes.com/sites/yec/2018/08/03/why-female-mentorship-in-the-workplace-is-more-important-than-ever/#2bf1602b7291
(8)   https://www.techrepublic.com/article/how-to-launch-mentorship-programs-for-women-in-tech/
(9)   https://hbr.org/2010/08/women-are-over-mentored-but-un
(10)   http://anitab.org/wp-content/uploads/2018/09/top-companies-insights-report-2018.pdf
(11)   https://www.prnewswire.com/news-releases/study-women-and-minorities-value-mentoring-programs-but-findings-reveal-opportunities-for-improved-effectiveness-300575517.html

Direct Competitor Analysis

	mentorcliQ	EVERWISE	CHRONUS (Unleash the Power of Mentoring)	■■■■■■■
Match approaches	**- Match scores:** scores are weighted to give preference to what's important to the user **- 4 matching styles:** self, suggested, admin, and SMART	**3 Match approaches w/ combatability %:** - Admin (admin has control) - Hybrid (Allow users to choose who they'd like to work with, but final decision is from admin) - Self Match	- intelligent proprietary algorithm to match based on criteria	Use of intelligent proprietary algorithm: match via Self-directed, administrator matched, and/or bulk match
Able to set goals/ strengths/ weaknesses	🟢	🟢	🟢	🔴
Length of mentorship		Customize: 3, 6, 9, 12 months or other		🔴
Track hours/progress	🟢	🟢	🟢	🔴
Track milestones	🟢	🟢	🟢	🔴
Access Resources	🟢	🟢	🟢	🔴
Other comments	- Mentoring profile incudes: professional background, personality, and preferences (i.e. what your strengths and areas you want to improve in) -Mentoring program types: career development, functional expertise, diversity and inclusion - Has mobile app	Access reporting insights that include: analytics (real-time engagement and progress metrics), goal setting, assessments, and surveys, all cloud based	- Responsive w/ mobile app -Admin can build a guided experience -Assess program health	- Reports measures of success which includes: participation numbers, mentoring activity, satisfaction metrics, speed to competency - ensures ongoing participant engagment via notification and program level communication - ensure impact by scheduling monitoring check-in's

Key: 🟢 Feature/service is provided   🔴 Feature/service not stated on website info