



The Power of Sponsorship

MENTORSHIP SHAPES CAREERS.
SPONSORSHIP CHANGES TRAJECTORIES.

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About Catalais Consulting

- Human-centered management consulting
- Redesigning systems & workplace culture
- Embedding equity into strategy for measurable results

Where people and performance meet purpose.



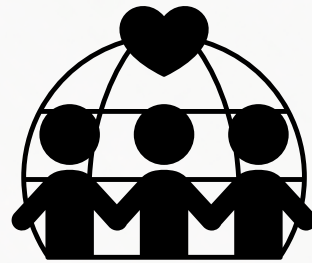
Goals for Today

By the end of this session, you'll leave knowing the difference between mentorship and sponsorship, and how to act on both.

Today, we will:

- 1 Clarify the difference between Mentorship and Sponsorship
- 2 Explore how sponsorship unlocks opportunities
- 3 Share actions you can take to **sponsor others** and to **be sponsored**

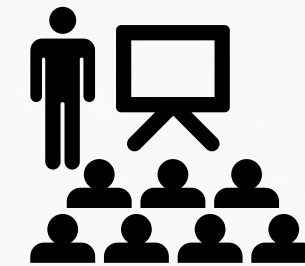
Why This Matters (Jenny's Story)



16 years in corporate finance, often the *first* or *only* at the table



From top investment professional → global DEI leader → business strategist



Succeeded because leaders **championed my name in rooms I couldn't access**

Mentorship vs. Sponsorship

Mentorship helps you grow. Sponsorship helps you go.

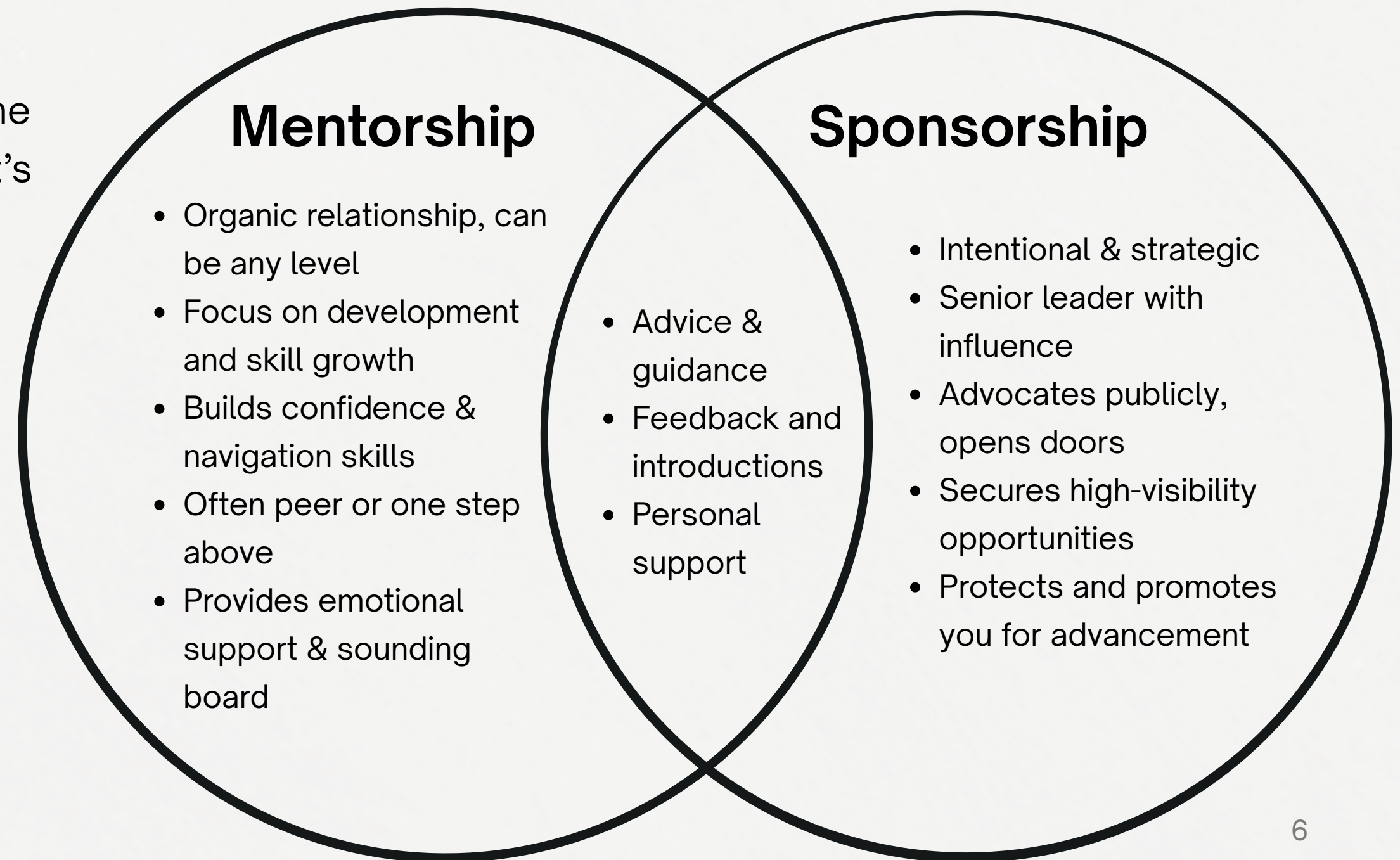
Most people think they have a sponsor, but the data shows sponsorship is far rarer—and that's why these terms get mixed up.

The Reality Check:

40% have a mentor

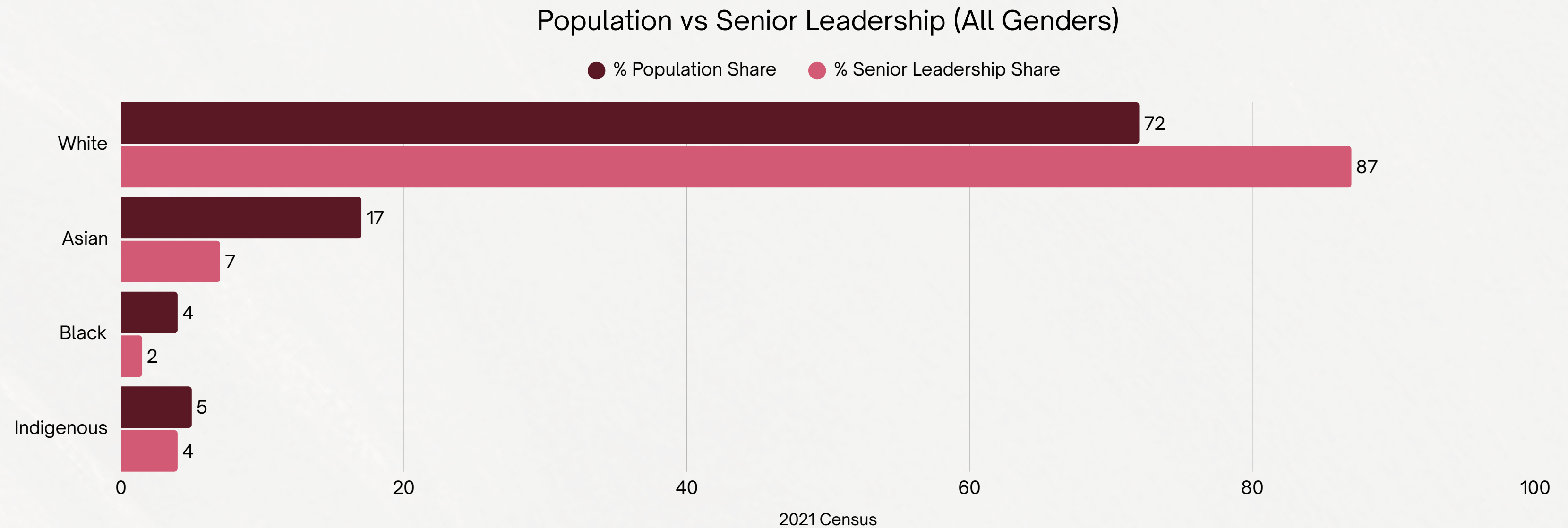
23% have a sponsor

And that number drops even further depending on who you are...



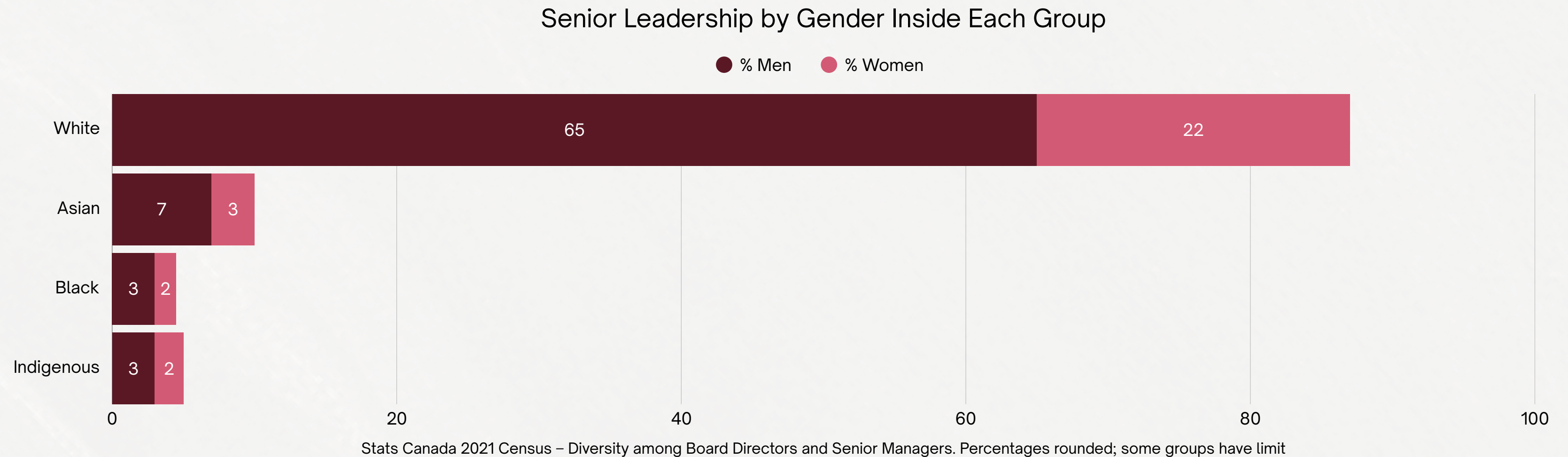
Who Leads vs. Who We Are

Canada's population is diverse. Senior leadership is not.



The Gender Gap Within Senior Leadership

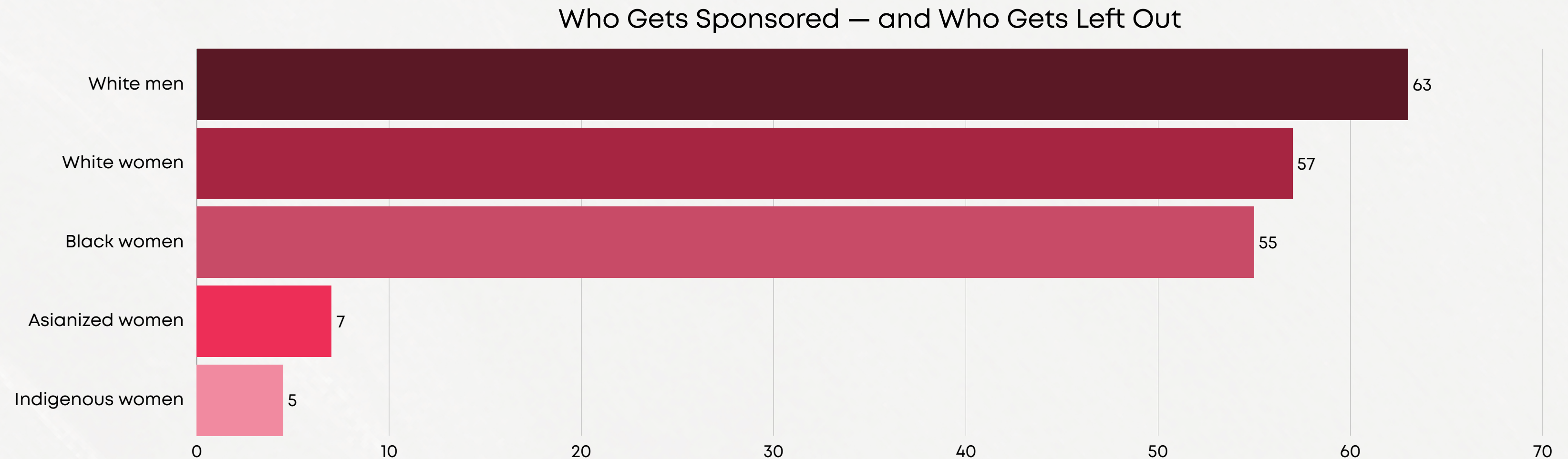
Women—especially racialized women—remain dramatically under-represented.



Remember: Canadian women were not legal ‘persons’ until 1929 and couldn’t open their own bank accounts until 1968—systemic barriers explain why representation lags today.

The Sponsorship Gap

Sponsorship isn't equally accessible. Who gets a sponsor, and who their sponsor is, still shapes careers and pay.



The 4 C's of Sponsorship

Sponsorship isn't advice—it's action.

Connection

Build authentic relationships and understand career aspirations.

Credibility

Share your reputation and lend your influence.

Championing

Advocate for stretch roles, promotions, and visibility.

Career Advancement

Create access to networks, opportunities, and decision-makers.

How to Get a Sponsor (5 Steps)

Sponsorship is a journey, not a one-time ask.



Mentors advise. Sponsors invest. Show them you're worth the investment.

Reflections & Closing

Sponsorship is action—open the door and walk someone through.

For Future Sponsees

- Own your excellence and deliver consistent results.
- Seek visibility and communicate your ambition.
- Build relationships with trust and patience.

For Sponsors & Leaders

- Use your influence to unlock doors.
- Champion under-represented talent.
- Measure success by the opportunities you create.

Thank You & Let's Stay Connected

Let's keep the conversation going about building workplaces where talent and opportunity meet.



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