

## Sponsorship That Builds Culture, Not Just Careers

**Most talent doesn't lack capability. It lacks visibility.**

The Willow Sponsorship Program connects underrepresented and high-potential individuals with senior leaders who actively move careers forward, by opening doors, naming names, and advocating with intention.

### What to Expect

The Willow Sponsorship program runs over 7 months with structured support. We guide pairing, provide learning tools, and measure progress with purpose.

- Matched sponsor–sponsee pairs based on values and goals
- Session templates and focused learning prompts
- Coaching for both parties
- Mid-program pulse checks and integration support
- Final outcomes reporting tied to real visibility and mobility shifts

### Why It Matters

Sponsorship changes who gets seen, supported, and promoted.

It breaks the invisible barriers that stall diverse leadership.

Sponsors sharpen their leadership. Sponsees gain belief, visibility, and momentum.

The result? A culture where leadership is built through action, not assumption.

### Four Benefits of Willow Sponsorship

- 1 Real Advocacy, Not Just Advice:** We simplify what matters, so your people can focus, not flounder.
- 2 Internal Mobility Without the Politics:** Everything we teach can be used immediately, not someday
- 3 Legacy for Today's Leaders:** Designed for your team's real roles, goals and decisions
- 4 Diversity That Lasts:** Workshops strengthen unity through shared mindsets