

Webinar Series:  
The Differences Between Mentoring and  
Sponsorship

# Encourage Your Colleagues to Sign Up to DIBP

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- Use testimonials from employees that access DIBP.
- Promote DIBP to employee resource groups.
- Encourage talent-development leaders to use and educate employees about access to DIBP.
- Include message about DIBP or include links to career advice content on company intranet.

# Meet Today's Panelists

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Randy Cobb, Director, Diversity & Inclusion,  
**Southern Company**



Matthew Hanzlik, Program Manager,  
Diversity & Inclusion, **Nielsen**

# The Differences Between Mentoring and Sponsorship

*Randy Cobb*

*Director*

*Diversity and Inclusion*



Southern Company



SKILLS **SUCCESS** STRATEGY  
COACHING PLANNING  
**EMPOWERMENT**

DEVELOPMENT PROFESSIONAL  
LEARN WORK IDEA EDUCATION  
ABILITY  
GOALS  
POTENTIAL

# Who Is My Career Manager?

## YOU ARE!

- Work with your manager
- Determine 'your' career path
- Identify 'your' goals
- Assess 'your' skills
- Where do you need help



*Then you will understand when you need a mentor, a sponsor or both of them!*

# A Mentor?

**Mentoring** is a relationship between two people with the goal of professional and personal development. The "mentor" is usually an experienced individual who shares knowledge, experience, and advice with a less experienced person, or "mentee."



***“One good mentor can be more informative than a college education and more valuable than a decades income”. Author Sean Stephenson***



# Benefits of a Mentor

- Improves employee satisfaction and retention
- Enriches new-employee initiation
- More appealing to recruits
- Helps to develop self confidence
- Trains your leaders
- And the best part is, it's free



*Mentoring helps you "figure out what you want to do with your life ... who are the people who will help you get there ... and how do you connect with them."*

# Successful Mentoring

- Promotes a greater sense of motivation and direction
- Aids in expanding your professional network
- Helps to establish allies
- Facilitates in finding opportunities
- Improves interpersonal communications



# A Sponsor?

Chief role is to develop you as a leader

- A mentor can guide you to the right doors, but a sponsor will help you knock them down—and even knock them down for you
- Sponsors make you visible to leaders
- They connect you to career opportunities
- Advise you if you encounter trouble



# What Do I Look for in a Sponsor?

- A sponsor who is well-respected in the company
- **Publicly** supports **YOU**
- Is confident in you and values your contributions
- Has the power to change your career and become a strategic ally



*In the end, it's a sponsor's clout, not style, that will turbocharge your career.*

# Quick Reference

<b>Mentor</b>	<b>Sponsor</b>
More strategic	Promotes your Leadership
Formal planning	Increases exposure/visibility
Relationship driven	Is your advocate
Involves diversity	Supports you with upper management
Broader insights	Opens doors and creates opportunities
Develops your leadership	Has confidence in You

# Southern Company Gas

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- **Mentoring**
  - Informal
  - Group
  - Formal
  - Specialized engagement programs
- **Sponsorship**
  - Individualized
  - Succession Planning
  - Specialized program

# THANK YOU





# MENTORING, COACHING & SPONSORSHIP AT NIELSEN

DiversityInc Best Practice Webinar

Matthew Hanzlik  
Tuesday, April 24, 2018



# THE SCIENCE BEHIND WHAT'S NEXT



**WATCH**



**BUY**



**LISTEN**



**“Diversity and Inclusion are crucial to our growth, strength and ability to innovate”**

Nielsen CEO Mitch Barns

# OUR APPROACH TO DIVERSITY & INCLUSION

Mission

*To infuse diversity and inclusion into everything we do*

Focus

## Associate

Our associates consistently experience an inclusive culture that respects their skills, abilities, experiences and cultural backgrounds while leveraging difference to achieve superior results.

## Client

Our clients and the FMCG and media industries see Nielsen as the definitive source for measurement and insights, especially for diverse consumers and audiences.

## Community

Our communities around the world know who we are, trust us to be the source for unbiased information, and are proud to be a part of our panels.

Strategic Approach

Accountability

Career & Leadership  
Development

Retention

Supplier Diversity

Education

**Visibility Access Opportunity**  
**Be Yourself, Make a Difference, Grow with Us**

# HOW DO WE DEVELOP & ACCELERATE TALENT?

## TRAINING

Increase knowledge, awareness & skill

Structured for the group

Topics are based on role, team agenda and participants' gaps

*Skill-building*  
Develop Awareness, Knowledge & Skill

## MENTORING

Transfer mentor's experience & knowledge

Structured for the individual

Topics are based on mentor's experience & mentee's gaps

*Advice*  
Transfer Skills & Perspective

## COACHING

Enhance performance with mindset, perspective and behavior change

Structured for the individual

Topics emerge from challenges in the coachee's real world

*Enablement*  
Change Mindsets, Beliefs and Behaviors

## SPONSORING

Advocate for the individual & create differentiated experiences

Structured for the pair

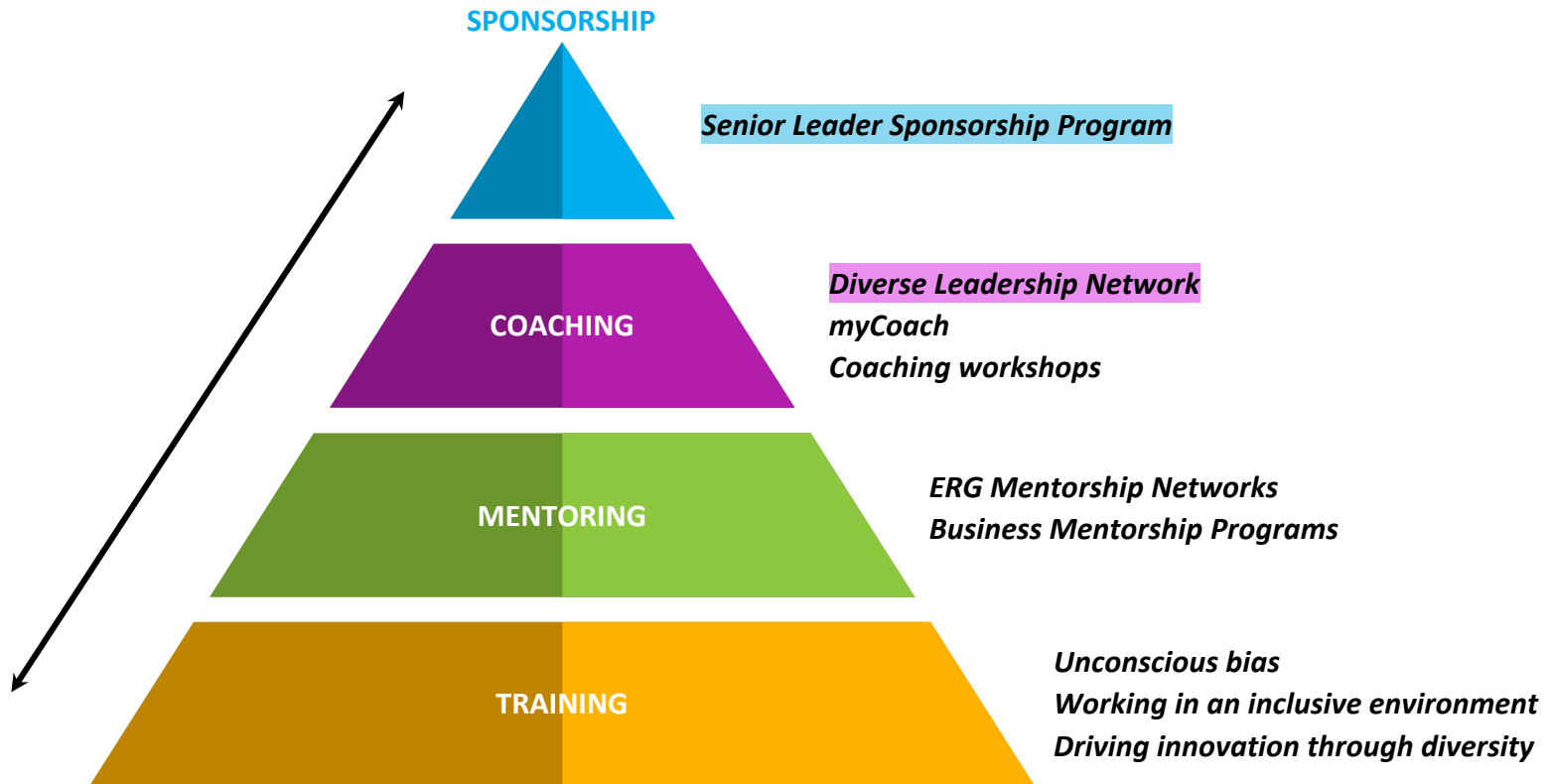
Experience based on sponsor's position & protégé's needs

*Advocacy*  
Champion & Open Doors

*Development relationships will flex through elements as needed*

Source: Adapted from Center for Creative Leadership

# HOW DO WE DEVELOP & ACCELERATE TALENT?



# NIELSEN DIVERSE LEADERSHIP NETWORK

- 15-month 'mini MBA' with a fully diverse participant roster
- Mid-career high performers, high potentials

## IDENTIFY

Identify high-performing, top talent with leadership potential

## DEVELOP

Develop associates for greater success in role and readiness for larger roles

## ACCELERATE

Accelerate career moves up and across the business

## ENGAGE & RETAIN

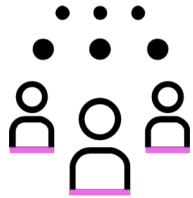
Engage and retain associates during and after program

## EXPAND

Expand impact beyond graduation with alumni program

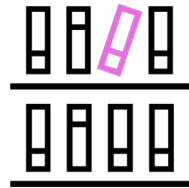
**Strengthen Nielsen's Leadership pipeline with talent that represents the diversity of the clients, communities and markets we measure & serve**

# 15 MONTH 'MINI-MBA' WITH COACHING



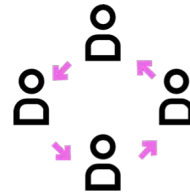
## EXPERIENTIAL LEARNING

Case Studies  
Business Impact Projects  
Community Impact Projects



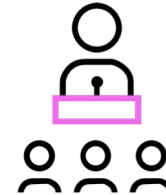
## EXECUTIVE EDUCATION

Business Acumen  
Leadership Competencies  
Learning Cohorts



## NETWORKING

150+ Participants, Alumni & Coaches  
Collaborate for Impact



## FACULTY WORKSHOPS

Organizational Priorities  
Leadership Experience  
Two-Way Visibility



## COACHING

1:1 Coaching with Sr. Leader  
Professional External Coach  
Coaching to Foster Change

Ongoing coaching training

# OUR OUTCOMES



**93% of alumni in new/expanded role**



**20% of alumni have reached VP/GM**



**Retention exceeds high-performing peer set by 12%**



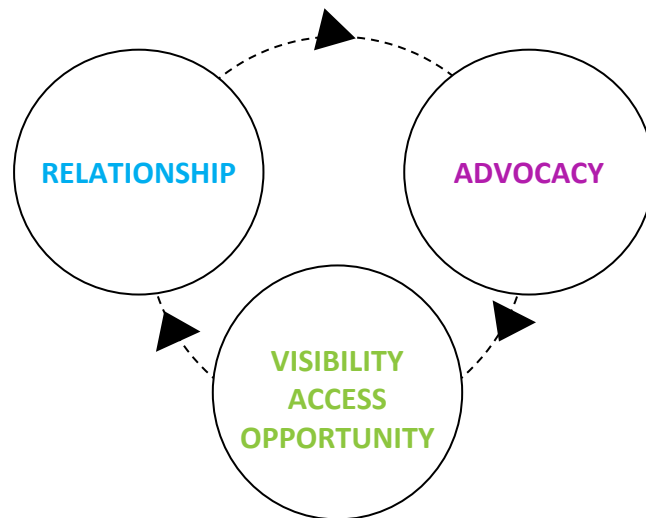
**Building diversity & inclusion champions**

Source: 2017 DLN Full Year Metrics





# SENIOR LEADER SPONSORSHIP PROGRAM



- **10-month program** → ongoing relationship
- **Participants:** senior level top talent
- **Sponsors:** CEO + 1
- **Alignment on expectations:**
  - *Participants:* what experiences do they need to advance their career?
  - *Sponsor:* what experiences do they need to advocate?
- **Differentiated experiences:**
  - What, why, how
- **Success = Retention, Career Movement**

Further strengthen Nielsen's Leadership pipeline with talent that represents the diversity of the clients, communities and markets we measure & serve

# OUR OUTCOMES



**100% retention of sponsorship participants**



**Over 50% began a new role**



**Second cohort launches April 2018**



**Building diversity & inclusion champions**

Source: 2017 DLN Full Year Metrics

# OUR KEYS TO SUCCESS

1. Deliberate coaching and sponsorship pairings
2. Invest in (and support) the whole relationship up front
3. Clear expectations for participants and coaches/ sponsors
4. Ensure accountability
5. Share success to enlist more champions

# nielsen



THE SCIENCE BEHIND WHAT'S NEXT<sup>T</sup><sub>M</sub>

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