

bci's Inclusive Advocacy and Sponsorship Programming

bci provides targeted programming for key audiences (senior leaders, protégés, human resources professionals, and diversity and inclusion professionals) on supporting diverse and women professionals through concrete, actionable strategies for inclusive advocacy and sponsorship.

Lift! Inclusive Advocacy and Sponsorship Across Cultural Differences

Our inclusive advocacy and sponsorship programming is designed to equip sponsors and protégés with the fundamental skills for building relationships across cultural differences. Topics covered in our inclusive sponsorship presentations include:

- A deep-dive on advocacy, sponsorship and leadership principles including:
 - What sponsorship is and how it differs from mentorship, including the critical importance of inclusive advocacy
 - For sponsors: key responsibilities and behaviours
 - For protégés: key responsibilities, and how to attract sponsors
 - How to sustain sponsor relationships
 - The key pillars for advocating and sponsoring inclusively, including the importance of cultural competence and awareness of biases
 - Overcoming challenges with building relationships across cultural differences

Getting to the Next Level – How to Attract Advocacy and Sponsorship

- A deeper-dive on advocacy, sponsorship and leadership principles, including:
 - How to find and win the confidence of advocates and sponsors
 - How to build critical relationships that enhance work flow and business development
 - How to receive better constructive feedback
 - How to sustain these key relationships
 - Critical strategies for behavioural change

The Power of Sponsorship in Career Advancement (E-learning Option)

- This e-byte explores the power of sponsorship in career advancement and provides strategies for attracting and maintaining strong sponsor relationships



To learn more about bci's sponsorship programming, please contact Alyse Runyan, Client Relations Coordinator, at info@bhasinconsulting.com.

Endnotes

1 – Taylor-Kennedy, Julia, Laura Sherbin, and Ritu Bhasin. Sponsor Effect: Canada. New York, Center for Talent Innovation, 2017. Print.

2 – Ibid. Page 5.

3 – Ibid. Pages ix – xi, 15, 22.