



Coaching Card Eight – Finding Mentors, Coaches & Sponsors

Our eighth coaching card in the series is focused on Finding Mentors, Coaches & Sponsors. You can [download and print the cards here.](#)



Finding Mentors, Coaches & Sponsors.

Mentor	Coach	Sponsor
<p>A mentor is someone who is assigned to monitor your overall professional development and provide you with advice, information and guidance about an organisation, an industry or your career.</p> <ul style="list-style-type: none">• Relationship oriented• Development driven• Long term	<p>A coach is a more professional relationship that centres around skill acquisition. A coach helps you create a pathway to achieving a goal you have set. They offer objective perspective on your efforts and performance.</p> <ul style="list-style-type: none">• Task oriented• Performance driven• Short term	<p>A sponsor will help you progress. They are actively involved in helping recruit you and advocate for advancement.</p> <ul style="list-style-type: none">• Progression oriented• Opportunity driven• Long term



www.cmcbp.co.uk

CMC BUSINESS PSYCHOLOGY LTD

Email: clare@cmcbp.co.uk

Tel: 00 44 (0)7594 946166

Web: www.cmcbp.co.uk



This coaching model focuses on finding support for your career and seeking out the right people to guide you in professional development. This task allows time for reflection and to explore who you would reach out to in your network and who could fulfill these roles. In order to know who to reach out to, some self-reflection work is needed to establish your short-term and long-term goals. Think about who is in your existing network and where you want to be in 5 years' time. Who can you reach out to for guidance on how to get to where you want to be? This activity involves self-reflection and improves networking skills.

There are three types of people you can turn to for advice and professional guidance.

- 1) A Mentor. This is someone assigned to monitor your overall professional development and provide you with advice, information and guidance about an organisation, an industry or your career. Mentors are experienced, they answer your questions about how to progress and can act as a role model. Mentor relationships can be both [professional and personal](#).
- 2) A Coach. This is someone who helps with progression by guiding you through problems you encounter which hinder professional development, such as imposter syndrome, time management skills, work-life balance issues etc. Coaches help you improve performance and skills. Coaches, whether internal or external to your organisation, are people you can trust and help you work towards professional goals. Coaches offer [objective perspective](#) to support your efforts and actions.
- 3) A Sponsor. This is usually someone in a high position who holds power and influence. Without sponsorship, a person is likely to be overlooked for promotion, regardless of their abilities, skills or performance, especially mid-career onwards. Sponsors actively advocate for advancement and [fight for their people](#) to get promoted.

The main focus of the task is to reflect on your needs as a professional and identify which people to reach out to to aid development. This activity is one better completed alone to allow focus on your individual and unique needs.

So, identify who you think could fulfill these roles in your network and plan how you would approach these people. You should explore multiple people to find the right mentor/coach/sponsor.

If you have any questions, then please contact us at coaching@cmcbp.co.uk. We would also love to hear from you on how you have used this model.

CMC BUSINESS PSYCHOLOGY LTD

Email: clare@cmcbp.co.uk

Tel: 00 44 (0)7594 946166

Web: www.cmcbp.co.uk