



Korn Ferry Senior Executive Sponsor

Building a stronger organization through sponsorship.



Is leadership development the end of the story?

It's well understood that the participants of leadership development programs become catalysts for change. As they actualize their learning and hone their capabilities, they improve how they lead within their departments, business units, and teams. And their transformation is key to driving organizational success and accelerating your business strategy.

However, it's only with engaged and supportive executive sponsors that these participants are able to fully realize the benefits of their learning experiences. Sponsors are able to hold participants accountable to their development goals, as well as mentor and coach them through the development process, to ensure your organization sees a return on its investment.

In your organization, are your executive sponsors:

- Prepared to mentor and coach leaders to drive strategy, innovation, and growth at an enterprise-wide level?
- Armed with the development mindset and capability needed to secure their own succession?
- Able to empower their teams and leaders to transform culture to accelerate business strategy?
- Ready to foster socially conscious, purpose-driven leaders?

At a glance:

Leveraging research-based Korn Ferry content, thought leadership, and decades of experience successfully developing leaders and implementing development strategies, this program is designed to:

- ▶ Prepare executives to sponsor, mentor, and coach the next generation of leaders.
- ▶ Elevate executive engagement of leadership programs.
- ▶ Integrate the leadership development priority across the executive suite.
- ▶ Build a culture of learning and development through the executive as a catalyst.

An opportunity to fortify leadership development.

Executive sponsors guarantee leadership development translates into business success—and ensure goals are realized through their ability to coach and mentor their talent.

Sponsors have the greatest impact when an organization prepares them to mentor and coach leaders to drive strategy, innovation, and growth at an enterprise level. They need to be armed with a development mindset, plus the practical skills and training needed to empower their teams and leaders to grow productive and agile organizations. Stepping into their role as executive sponsor with firm purpose, allows sponsors to elevate the impact and transformational growth that leadership development initiatives are designed to create.

So, what do organizations need to engage and develop their executive sponsors? The answer is efficient and collaborative training experiences, plus plenty of opportunities to grow their own potential. High profile executive development assignments, with increasing scale and exposure, will empower executive sponsors with the experiences and abilities required to effectively impact the next generation of leadership.

What do Executive Sponsors do?

- ▶ Hold leaders accountable to their development goals.
- ▶ Ensure development goals align with organizational priorities.
- ▶ Steer through change and secure sustainable outcomes.
- ▶ Strengthen the succession pipeline.
- ▶ Infuse a culture of mentorship and coaching into your organization.

What do Executive Sponsors want?

- ▶ Organizational success through their people.
- ▶ Return on investment of their time and resources.
- ▶ Training and support that elevates their executive profile.
- ▶ Desire to see their own leadership translate into sustainable business.

Korn Ferry Senior Executive Sponsor.

Our Senior Executive Sponsor Program is a half-day intensive experience for senior executives who serve as either a mentor, or the sponsor of an organization's leadership development initiative. The program accelerates the ability of the sponsor and leader to build a strong, collaborative partnership, while enhancing the sponsor's ability to mentor, coach, advocate, and educate.

The program is immersive, business-relevant and integrated. It provides senior leaders with the insights, experiences, relationships, perspectives, and tools they need to strengthen their ability to mentor, sponsor, and advocate, for multiple generations of succession.

A senior executive training experience.

Our executive facilitators and coaches create a collaborative training experience that brings senior executives together in a stimulating workshop. Korn Ferry has designed the program specifically to strengthen the executive leadership team's ability to increase engagement, and optimize any talent enrolled in leadership development programs.

In addition, the program will help enhance the executive sponsor's ability to move seamlessly between their role as sponsor, mentor, and coach.

The program will impact your organization by:

- ▶ Aligning business priorities with leadership development programs.
- ▶ Building executive buy-in to accelerate your leadership development agenda.
- ▶ Embedding a culture of learning and development throughout the entire organization.
- ▶ Ensuring rising leaders gain access, exposure, and stretch opportunities.



Key elements of the program.

Korn Ferry Senior Executive Sponsor is a highly interactive, hands-on session that integrates role play, collaboration, and peer coaching. It's engineered to provide executive sponsors with practical tools they can use in their role as a catalyst and leader.

The program aligns with and supports leadership development, succession, diversity, and onboarding priorities within organizations. Through the program, executive sponsors—who are accountable for and committed to the learning and development of the whole organization—receive their own development.

This program focuses on critical areas of executive sponsorship including:

Mentorship and coaching: Strengthening the ability to seamlessly switch between a role as mentor and one of coach is critical to successful sponsorship. This program will strengthen the sponsor's ability to navigate between the development orientation (mentorship) and performance orientation (coaching), and discern when each is most relevant to the participant.

Productive communications: The foundation of a trusting relationship is built through open and productive communications that embrace a process of collaborative self-reflection and learning. Through exploring a combination of storytelling, listening skills, and inquiry, executive sponsors develop the ability to magnify the impact of the program through the relationship they build with the participant.

Facilitation and feedback: The executive becomes a teacher when he or she masters the art of facilitation and feedback. This program provides the opportunity for sponsors to practice facilitation, as well as fine-tune and elevate their ability to give and receive feedback. A facilitative style—both sharing knowledge and giving feedback—becomes a powerful vehicle for executive sponsors to role model effective leadership and to provide transformational development conversations for each sponsored leader.

The Korn Ferry advantage.

- **Contextual and immersive development:** Context-based, applied, and experiential learning create engaging, highly collaborative, and business relevant development journeys that drive sustainable outcomes and measurable ROI.
- **Whole-person approach:** Korn Ferry's Four Dimensions of Leadership and Talent—skills, experiences, traits, and drivers—provide a complete picture of the individual qualities that drive performance, engagement, and leadership effectiveness. This framework builds leaders from the inside-out and the outside-in.
- **Best-in-class consultants, advisors, coaches, and faculty:** Top leadership development thinkers, engaging facilitators, and seasoned coaches with cross-industry expertise add rigor to development experiences, and heighten self-awareness and leadership impact for participants.
- **Global presence:** Our global experience and understanding of industries, markets, and cultures elevates the relevance of development programs and services for leaders, teams, and organizations.
- **Data-driven insight:** We take a big data approach to leadership development—drawing on nearly 50 years of analytics and over 2.5 million professional assessments—recognizing what separates success from derailment for leaders in any role, function, industry, region, or organizational culture.
- **Shared responsibility:** This approach involves and aligns internal stakeholders, managers, and mentors as proactive supporters and coaches in the development of program participants to help them successfully identify and tackle potential obstacles to their fullest performance and potential.
- **Inclusive leadership:** We facilitate strategic and operational shifts in leadership and talent management processes to create cultures of development that unleash the potential of the workforce. Our programs address issues such as unconscious bias and conscious inclusion in both talent identification and development.
- **Service learning:** Imbedding service learning into development fosters a sustainable, purpose-driven, and socially conscious mindset across the workforce, increasing engagement, and elevating organizational performance and impact.
- **Measurable results:** We drive for results aligned to each organization's business strategy through our award-winning programs for the C-suite, senior executives, high potentials, and first-level leaders.

What to expect.

Korn Ferry Senior Executive Sponsor is a half-day, highly interactive session, designed to build capability in critical areas of executive sponsorship.

The four roles: Mentor • Coach • Sponsor • Advocate

The focus is to help sponsors understand the different responsibilities and approaches of the four roles, and learn how to identify when each is most relevant. They will build a toolkit of communication styles for each role.

The trusting relationship

Participants will learn to define roles, responsibilities and expectations, as well as how to establish parameters, accountability, and clarify the guiding principles of the relationship. They will develop practical tools to address the common challenges that may impact the partnership.

Communication strategies

Great sponsors strike a powerful balance between collaboration and candor. This session involves building collaborative communication patterns, developing a seamless ability to navigate between simple and more difficult conversations, while removing communication blockers and strengthening enhancers. It will enable participants to finely tune the art of active listening and thoughtful questioning.

Impactful feedback

Emphasis here will be on fine-tuning and elevating participants' ability to give and receive feedback, and to use a feedback mechanism to strengthen the partnership. As a result, sponsors will model powerful feedback skills and help leaders strengthen their own ability to give and receive feedback.

Leader as teacher and storyteller

The use of executive sponsors to instruct in any leadership development program creates a culture of learning that aligns senior executives with the learning and development of leaders. Sponsors will strengthen their ability to instruct executive-level learning, and practice facilitation, versus lecture-style. It will enable them to further hone their ability to use the art of "story" to inspire and motivate.

The power of sponsorship

Identifying pivotal relationships in an organization is critical, so this focuses on mapping out opportunities for increased access, exposure, learning, and engagement for leaders. It empowers participants to develop approaches to sponsorship that will leverage and strengthen their circle of influence, while also growing their mentee's circle of influence.

About Korn Ferry

Korn Ferry is the preeminent authority on leadership and talent. For nearly half a century, clients have trusted us to recruit world-class leaders. Today, we are their partner in designing organizational strategy and developing their people to achieve unimaginable success.

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