



# **Mentorship Vs. Sponsorship**

**(and why both are important)**

## **Dallas ACAP 2022**

- ❖ Monday, June 13, 2022
- ❖ 10:45 am – 12:00 pm
- ❖ Facilitator: Odell L. Brown, CIA, CPA, PHR
- ❖ Facilitator: Michael Guidry

# Odell's Career At-A-Glance

## **CAREER AWARENESS & DEVELOPMENT:**

- Targeted Coaching & Mentoring
- Career Transitions Resources
- Accounting Career Awareness Program (ACAP)
- Project MALE (group mentoring for African American males)
- Adjunct Human Development Professor
- College Internship Program

## **HUMAN RESOURCES & TRAINING:**

- ADA/Career Transitions Resources
- Business Acumen
- New Leader Onboarding HR Workshop
- Emerging Leadership Development Program
- ERP Implementations (PeopleSoft, SAP)
- Instructional Design/Facilitation
- College Relations and Recruiting
- College Internship Program Continuing Education for 120 CPAs

## **ACCOUNTING & AUDITING:**

- Adjunct Accounting Professor
- VP--Financial & SEC Reporting
- Internal Audit Director
- Public Accounting

## **EDUCATION & CERTIFICATIONS:**

- Harvard Business School (Executive Leadership Development Institute)
- Masters in Professional Counseling
- Masters in Human Resources & Training
- Bachelors in Accounting
- Certifications: CIA, CPA, PHR

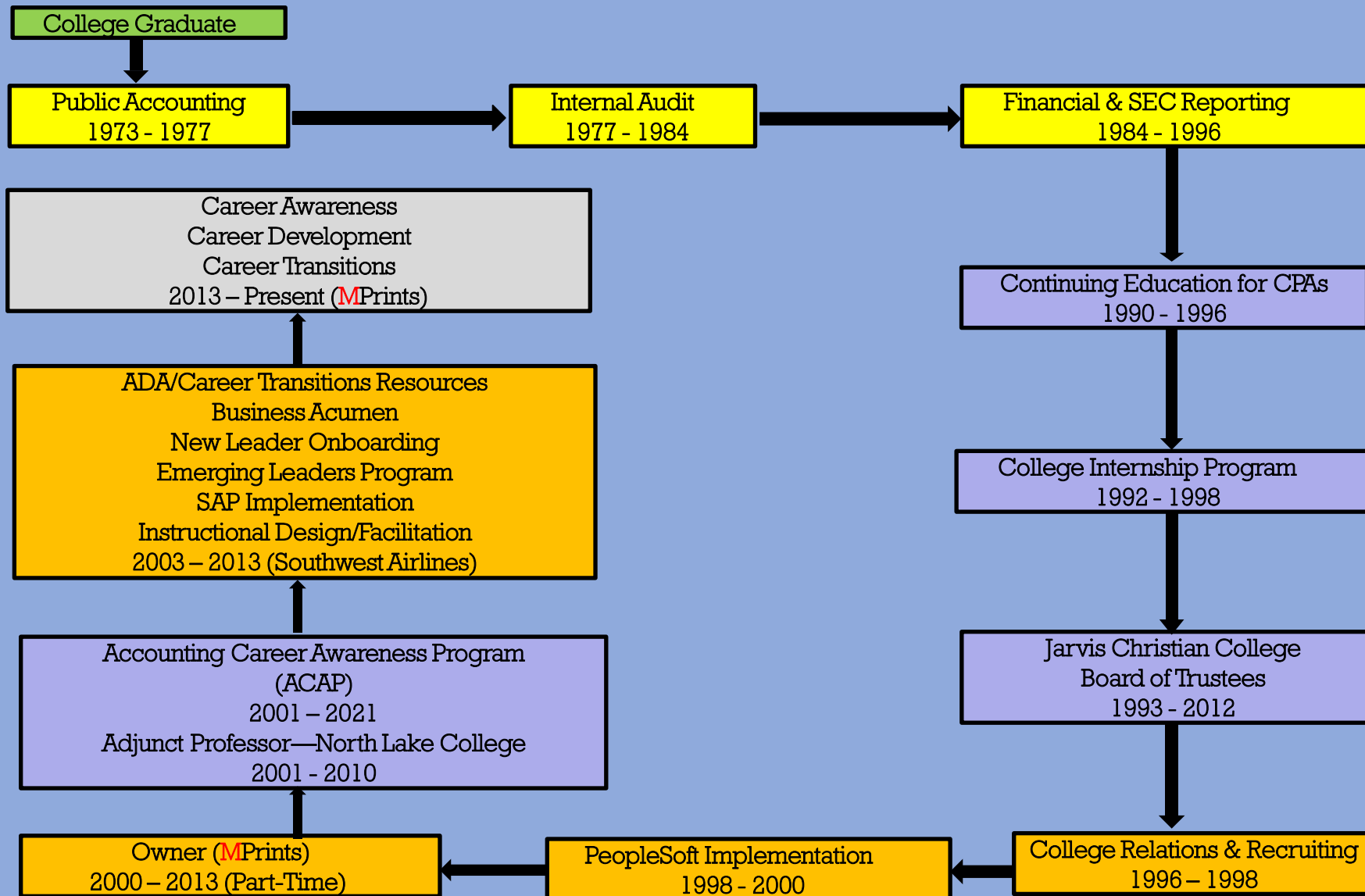
## **PAST EMPLOYERS:**

- MPrints (Owner)
- Southwest Airlines Co. (Retired)
- North Lake College
- Associates First Capital Corporation
- KPMG, LLP



**Odell L. Brown**

# Odell's Career Journey



# Rules of Engagement for Class Discussion

Feel

Free to share your experiences.

Be

Willing to make yourself vulnerable.

Be

Open and honest in your conversation.

Create

A safe, confidential environment.

# Mentorship Roadmap



Terminology

- Mentoring
- Mentor & Mentee



Characteristics

- What Makes a Good Mentor?
- Guidelines for the Mentoring Relationship



Some Tools to Use

- Guiding Mentees in Certain Areas
- Mentor Assessment
- Tips and Techniques for Making Contact

# Mentorship

A mentor is someone who guides and/or offers advice or insight to another.



# Mentor & Mentee

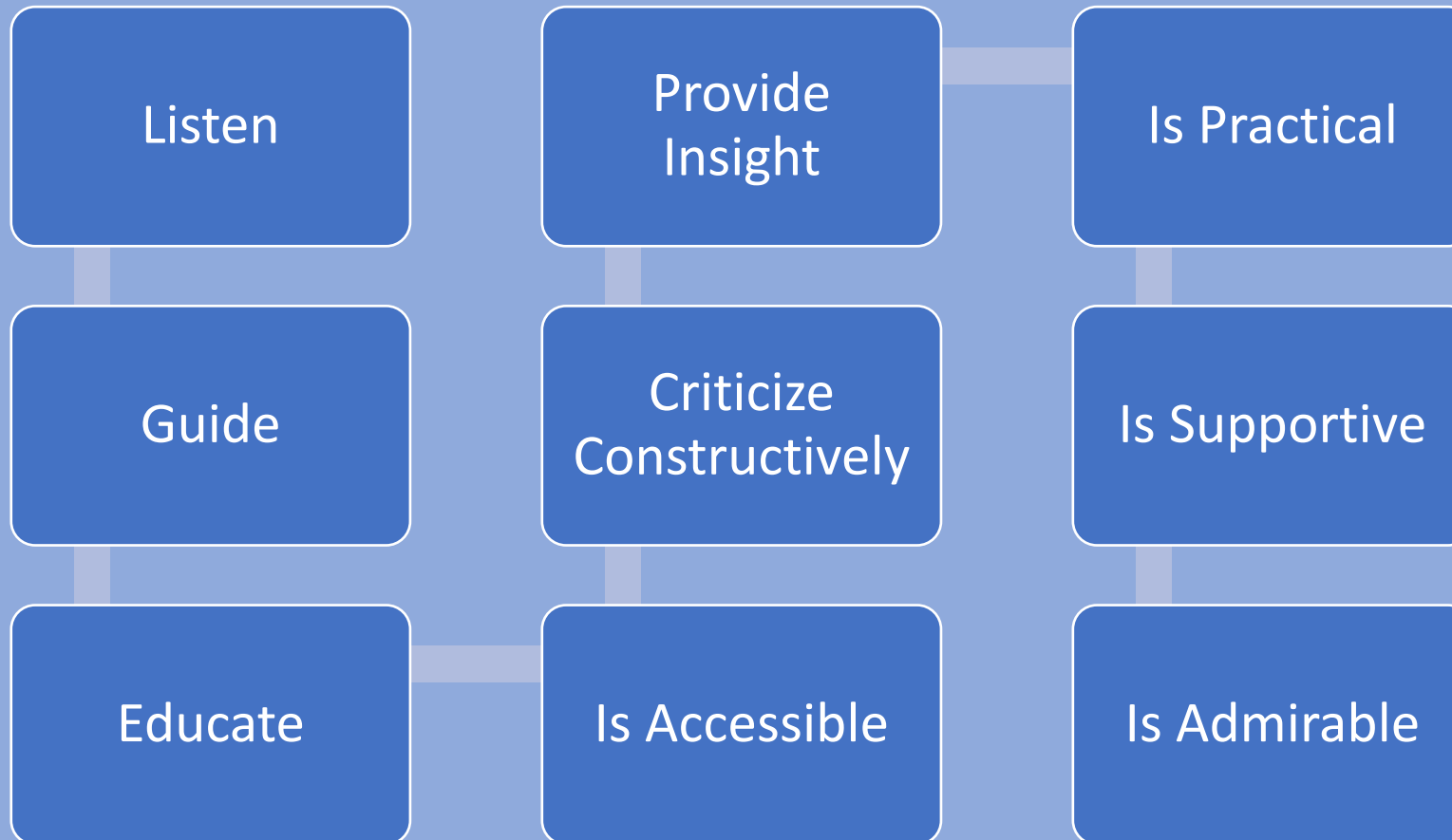
## Mentor

- Protects privileged mentee relationship
- Asks mentee questions and helps clarify expectations
- Helps mentee realize strengths to leverage and succeed in the new business environment
- Avoids mediation; shares expertise and experience

## Mentee

- Develops and maintains “trusting” relationships
- Seeks feedback and insight from manager and mentee
- If necessary, adjusts priorities due to new business context
- Focuses on “what” and “how”

# What Makes A Good Mentor?







# Guidelines for the Mentoring Relationship

Confidentiality  
(Trust)

Commitment to the  
relationship  
(Available)

Sharing personal  
information  
(Communication)

Mentor intervention  
into work-related  
issues  
(Knowledge; Courage)

When mentoring occurs, the mentee learns something that otherwise would be acquired less thoroughly, more slowly, or not at all.

# Mentor Assessment

A Mentor Assessment can be used to select a mentor. It contains skills and characteristics typically associated with effective mentors.

Once you have identified a pool of mentors, rate your potential mentors to determine which individual best fulfills the requirements in a mentor.

Of course, not everyone will be a “star” in every category; however, this should help you assess those characteristics that are most important to you.

# Guiding Mentees in Certain Areas

|           |   |
|-----------|---|
| My Style  | Assessing personal presentation<br>Communicating effectively<br>Influencing key partners      |
| My Career | Planning career growth<br>Navigating goals and strategies<br>Honing organizational savvy      |
| My Craft  | Developing functional/technical skills<br>Innovating and achieving excellence                 |
| My Life   | Maintaining work/life balance<br>Managing life changes<br>Dealing with competing demands      |
| My World  | Getting involved in the community<br>Promoting opportunities in business, science, math, etc. |

- I would be well-equipped to help a mentee develop the following skills (list them).
- I do not feel equipped to help a mentee develop the following skills (list them).
- My preferred style of mentoring is:
  - Provide your expectations around frequency of meetings
  - In-person vs. virtual mentoring
  - Formal discussion topics vs. ad-hoc conversations
- I would like my mentee to know the following about me (list them).



# Tips and Techniques for Making Contact

## (Elements of the Mentoring Agreement)

What do you hope to learn for this relationship?

What are your goals for this relationship?

How can you and your mentor best work together?

What does the mentor need from you and vice versa?

How will you know when the mentoring relationship is working?

How do you want to schedule meetings and communicate with one another?

How will meeting time be arranged?

# SPONSORSHIP

The truth is that few people have achieved success in a vacuum; at some point, professors, colleagues, advisers, and managers make a sizeable impact on a person's psyche and shape the way we see the world and carry out our work.



- ✓ Defined
- ✓ Comparison to Mentorship
- ✓ Importance

# Sponsorship: Defined

A sponsor is someone in the workplace who will advocate for you. This could be a colleague, but it'll usually be one of your leaders.

A sponsor roots for you and your career development. A sponsor makes sure that you "are on the radar" and that other decision-makers know your name. They'll put your name in for promotions, recommend you for a raise, or provide you with other similar opportunities.

A sponsor can be seen as an "intercessor".

# Sponsorship: Comparison to Mentorship

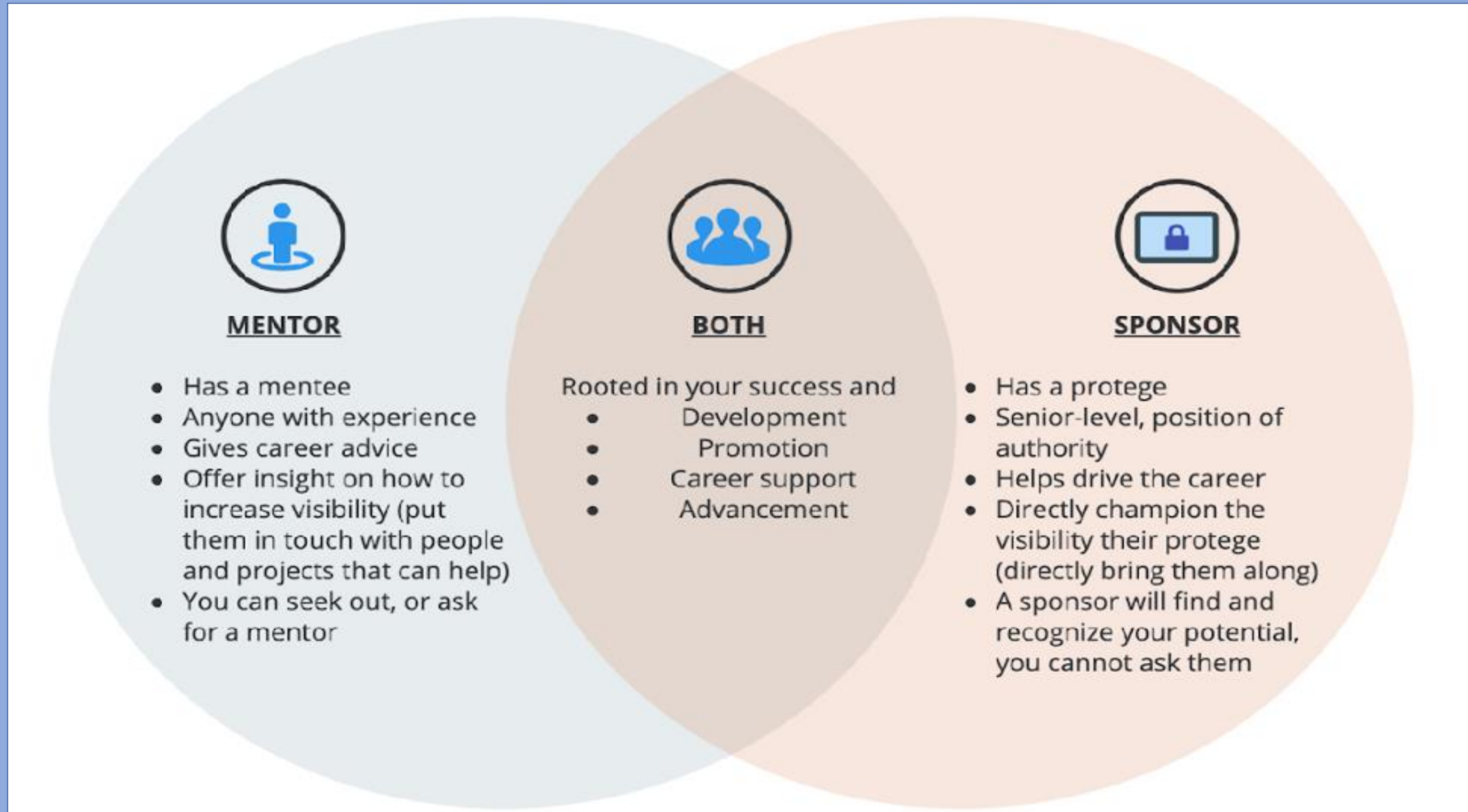
## **What's the difference between a mentor versus a sponsor?**

The roles of sponsor and mentor may sound similar. But they're very different from one another. For one, mentors don't necessarily work in the same organization as you. But sponsors usually do.

Both will provide guidance and advice. But only a sponsor will actively advocate for your career success within your current organization. Mentors may advocate for you, but this isn't typical.

While mentors may help you network, sponsors will actively include you in their professional network. They'll go out of their way to introduce you to people who could help you advance your career. That's because they're personally invested in your professional development.

# Sponsorship: Comparison to Mentorship





# Sponsorship: Importance

Not paying attention to cultivating a sponsor, or several, is a mistake. While we like *to think our good work will speak for itself* — and companies like to talk about merit — without a sponsor, you risk getting overlooked. Especially in large organizations.

Sponsorships personally benefit both parties involved. The sponsor has a personal stake in advancing their protégé's career as it reflects well on them.

# Career Snapshot

## EDUCATION:

MASTER OF BUSINESS ADMINISTRATION: 1991 | Amber University, Dallas, TX

BACHELOR OF SCIENCE IN ACCOUNTING: 1986 | Grambling State University,  
Grambling, LA

*Presidential Merit Scholar | Student Government Leadership | Kappa Alpha Psi Fraternity |  
Gamma Beta Phi Honor Society*

## PROFESSIONAL EXPERIENCE:

*Dallas College | El Centro (Dallas, TX) | August 2018–Present*

ADJUNCT PROFESSOR, BUSINESS - HUMAN RESOURCES August 2018–Present

- Community College Adjunct Professor:
- Various campuses (virtual) – Instructions and mentoring for college students; subjects matters taught were ‘Problem Solving and Decision-Making,’ ‘Organization Behavior’ and ‘Business Principles.’

*HCL America / HCL Headquarters (Frisco, TX) | June 2014–July 2016*

GENERAL DEPUTY, INCUBATION AND MAINFRAME SHARED SERVICES TEAMS  
October 2015–July 2016

GENERAL DEPUTY, TRANSFORMATION / TRANSITION TEAMS  
June 2014–October 2015

*PepsiCo Inc. / Frito-Lay Headquarters (Plano, TX) | June 1986– June 2014*

## PROFESSIONAL & PHILANTHROPIC ACTIVITIES:

**St. Philip's School & Community Center**

*Trustee Board Member: 2019-Present*

*Technology Chairman: 2018-Present*

*Board of Directors – Foundation (Secretary): 2017-Present*

**Guide Right Foundation of Dallas (non-profit)**

*Chairman (President): 2021-Present*

*Committee Lead: Academic Achievement Awards/Scholarship: 2017-Present*

*Volunteer, Dallas County – People Helping People and other civic initiatives: 2008-  
Present*

*Mentor, Kappa League Youth Group, Kappa Alpha Psi Fraternity, Inc. – Dallas  
Chapter: 2001–Present*

**Accounting Career Awareness Program – National Association of Black  
Accountants**

*Board of Directors: 2013-Present*

*Program Advisor: 2011-Present*

**Antioch Fellowship Missionary Baptist Church**

*Chairman - Trustee Council: 2011-2018*

*Trustee Council Member: 2004-2011; 2019*

**Information Technology Senior Management Forum (ITSMF)**

*Member /Mentor, National IT Executives: 2011-2014*



Thank  
you!