



Sponsoring Women TO SUCCESS

For years, when occupational research investigated why women weren't making it to the top, the same barrier - lack of mentoring - kept appearing. So why is it that after so much focus on mentoring there are only 4% female CEOs worldwide?

Research findings show that it has to do with power in form of a Sponsorship and what power can do for you when you are connected to the right source or not.

Sponsorship is an active support by someone placed in an organization who has significant influence on decision-making processes, who is advocating, protecting and fighting for the career advancement of an individual.

For decades, men have benefited from Sponsorship to advance their career.

Now, it is our turn!

With Sponsoring Women to Success program, our aim is to reach out to yet undiscovered potentials in business and society and connect them with Sponsors from various industries to increase the number of female executives in Switzerland.



Benefits for Sponsors

- Increase of leadership competency
- Strengthening personal branding
- Access to undiscovered talent
- Expanding the professional network



Benefits for individuals being sponsored

- Being sponsored, protected and supported by a leader
- Access to a network of leaders and strong role models
- Developing skills that supports growth and career advancement
- Being prepared for the complexity of new roles and task through coaching



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