

SPONSOR TRAINING SERIES

HOW TO ADVOCATE

25th April 2022, 13:00 – 14:30, MS Teams

AGENDA

13.00 Welcome and Introduction

James Allen, Managing Director, Creative Huddle

Advocating for people helps them gain deserved appreciation and recognition for their efforts, and also helps them secure future opportunities. This session will help you identify and take steps to advocate positively for your sponsees.

13.05 What kinds of advocacy are relevant and useful?

James Allen, Managing Director, Creative Huddle

There are a number of kinds of advocacy that might be useful for your sponsees, such as.

- Making sure their individual efforts are recognised and appreciated
- Making sure they are represented accurately and fairly within the organisation
- Recommending them for stretch assignments or new roles.

13.25 How should you handle things with your sponsee?

James Allen, Managing Director, Creative Huddle

Tell them you are their advocate: it should be clear to them that there may be times when you will advocate on their behalf. Learn about them: know and understand their work history, skills, and appetite and capability for growth, and compare that information with a few people around the individual so you understand holistically how they're performing. Find out which roadblocks they face by discussing with them and actively listening to them.

13:40 Who should you approach and how?

James Allen, Managing Director, Creative Huddle

When is the right time to advocate, to who, and how should you do it? We'll look at examples including.

- Speaking to specific relevant people within the organisation
- Giving public praise in front of senior leaders
- Sharing performance results and positive feedback with other departments

When advocating, offer detailed examples of how and when your sponsees demonstrate particular skills.

14.00 Making a plan for future advocacy

James Allen, Managing Director, Creative Huddle

Based on everything we've covered in this session, let's make a tangible plan for future advocacy actions. Who will you advocate for and how?

14.30 Close