

**You don't  
need another  
pep talk.  
You need a  
sponsor.**

**10**

**Steps to make it  
happen.**



**1**

# **Spot your quiet supporters**

## **Don't**

Don't limit it to your direct boss.

## **Try this**

Look at who includes you, credits you, praises you, or asks your input.





**2**

# Map their influence

**Don't**

Assume all senior leaders are equally powerful.

**Try this**

Focus on who controls budgets, promotions, or key decisions.



**3**

## **Make the ask**

**Don't**

Say “Will you be my sponsor?”

**Try this**

Ask: “Would you feel comfortable advocating for me if X came up?”



**4**

## **Give them talking points**

**Don't**

Leave it to chance.

**Try this**

Share 2-3 wins tied to  
business outcomes.  
Make it easy to speak  
on your behalf.



**5**

## **Create moments they can co-own**

**Don't**

Only share results.

**Try this**

Invite them to co-present or  
advise so they feel invested.



**6**

# **Ask for visibility**

**Don't**

Settle for compliments.

**Try this**

Ask: "Which upcoming projects could increase my visibility?"





**7**

# Share your ambition

**Don't**

Assume they know what you want.

**Try this**

Say: "I'm aiming for [next step]. I'd value your support in getting there."





8

## **Offer reverse value**

**Don't**

Make it one-sided.

**Try this**

Ask how you can  
support their goals.  
Be someone worth  
betting on.



9

## Revisit the ask after a win

**Don't**

Wait too long to follow up.

**Try this**

After a big success, say:  
“Would now be a good  
time to explore how I  
can take on more  
leadership?”





**10**

## **Close the loop**

**Don't**

Keep sponsors guessing about whether their support helped.

**Try this**

“I know you had a hand in that opportunity. I want you to know I noticed and appreciate it.”



# **Some people are quietly cheering.**

You just have to show them  
how to champion.



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**Stephanie  
Eidelman**

Founder & CEO

