

# ADVOCATE TRAINING #1



# WHAT WE'LL COVER IN THIS SESSION



Discuss expectations and outcomes of the program



How advocacy differs from mentorship



Maximizing the first 90 days





# PROGRAM GOALS



## ENHANCING PROTÉGÉ VISIBILITY

Provide protégés with visibility to Sr. Leaders and access to key members of the leadership team.



## BROADENING PROTÉGÉ OPPORTUNITIES

Expose protégés to new projects, stretch assignments, various roles and unique opportunities.



## DEEPENING ADVOCATE INSIGHTS

Provide advocates a comprehensive understanding of talent across the enterprise, fostering deeper insights and connections into the Wintrust organization.



## FOSTERING INCLUSIVE NETWORKS

Create a network of inclusive leaders who are committed to recognizing and developing talent.

---

# NETWORKING

Critical for career development and advancement

# RELATIONSHIPS

---

# ADVOCACY & SPONSORSHIP

is **critical** to the  
development and retention  
of **high-potential** talent.



# What is an Advocate?



**ADVOCATE**



**MENTORS**



# ADVOCATE

Act as  
Active Career Partner



# MENTORS

Guides & Role Models

# PHASES OF PAIRED 2 WIN ADVOCACY PROGRAM



## INITIATION

- Build **TRUST** & support
- Relationship building
- Information exchange - assessments and aspirations
- Establish relationship guidelines & expectations

SEPT - OCT



## CULTIVATION

- **INVEST** in the partnership
- Identify needs and opportunities
- Provide feedback
- Share insights
- Goal setting
- Strategic planning

NOV -DEC



## ACTIVE PARTNERSHIP

- **DELIVER** on the strategy
- Advocate
- Expose
- Air cover
- Networking
- Evaluate progress & adjust as needed
- Projects

JAN - APRIL



## SEPARATION

- Wrapping up
- Results

MAY

# PROGRAM EXPECTATIONS

## Advocates

- Conduct a minimum of **10 monthly one-on-one meetings** with your protégé
- Assist in setting **3 SMART goals** for the program partnership
- Facilitate at least **2 skill development opportunities**
- Introduce your protégés to **5 key contacts** in your network
- Create **1 significant leadership opportunity** for your protégés
- Recommend **3 specific professional development resources**
- Present **protégés achievements** in 1 senior leadership meeting



# BENEFITS OF BEING AN ADVOCATE



## EXPANDED NETWORK

Build relationships across different levels and departments



## CAREER ADVANCEMENT

Gain recognition as a developer of talent



## FRESH PERSPECTIVES

Gain insights from diverse viewpoints and experiences



## ORGANIZATIONAL IMPACT

Contribute directly to building a stronger, more diverse leadership pipeline

# SETTING UP THE RELATIONSHIP

- Spend time getting to know your protégés
- Agree to boundaries and ground rules for the relationship.
- Identify your protégés objectives and goals and discuss what they would like to gain from your relationship (but don't limit your actions to only this)
- Undertake a skills review.
- Discuss what could go wrong.

# CRITICAL FEATURES OF THE SPONSORSHIP RELATIONSHIP



**TRUST**



**HONESTY**



**COMMUNICATION**



**COMMITMENT**

# REACHING OUT TO YOUR PROTÉGÉS MANAGER

## Key Guidelines



### **OPEN COMMUNICATION**

Initiate a transparent dialogue about your sponsorship role



### **RESPECT BOUNDARIES**

Clarify roles and ensure you're not overstepping



### **TIME MANAGEMENT**

Discuss how advocacy activities will fit into work schedules



### **ALIGN OBJECTIVES**

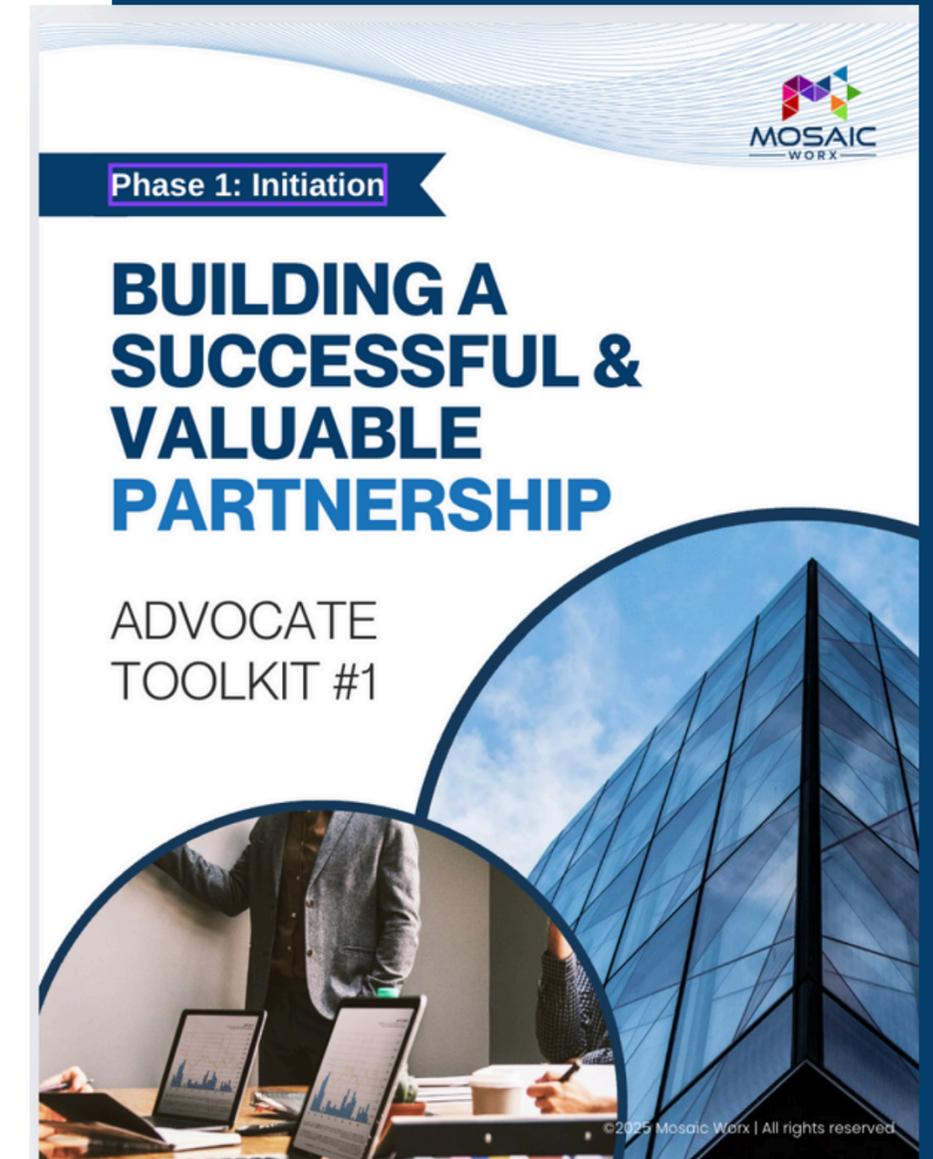
Ensure advocacy goals complement team and organizational objectives

# MAXIMIZING YOUR ADVOCACY IMPACT

## Why Use the Advocacy Toolkit?

- Guidance for each phase of advocacy
- Practical tools and agenda templates for effective advocacy
- Strategies for addressing common challenges

*Your roadmap to advocacy success!*





# What's next?



# INITIATE - GOAL: BUILD TRUST & RAPPORT

