



Ten
Thousand
Coffees

Sponsorship Solution Overview

Empower your employees with career advancement opportunities that drive engagement, promotion and retention



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Overview

Sponsorship is critical for advancing diverse talent.

A sponsor is a person who uses their organizational influence to advocate for a sponsee in support of their career development. And while everyone can benefit from Sponsorship, it is often key for diverse talent who frequently lack the visibility and network of their more privileged colleagues.

But despite Sponsorship being correlated to career advancement, only 1 in 4 employees report having a sponsor at work. For diverse talent, that number drops to an alarming 5%. At 10KC, our Sponsorship program supports diverse talent by delivering visibility to the great work they are already doing and building the sponsee's internal network through an action-oriented curriculum.



"To make impactful change in your organization and meet your diversity, equity and inclusion goals, Sponsorship needs to be a priority to advance top talent"

Dave Wilkin, Founder, Ten Thousand Coffees

Sponsorship, meaningful relationships and skills development drive career development, retention and advancement.

Here what we know:

- ✓ 56% of senior executive women agree that sponsorship is a **key success factor** in their career.
- ✓ If a company invests in employees' careers, 94% said they would stay at the company longer.
- ✓ 60% of managers who are men are uncomfortable mentoring women.



The problem? The opportunity for sponsorship has not historically been afforded to everyone, meaning many are left out of advocacy opportunities in the corporate environment, preventing companies from realizing their inclusion goals.

Solution

Ten Thousand Coffees is an enterprise software platform for inclusive mentoring, employee connectivity and skills development.

We help employees build the skills and relationships they need to succeed. We do this by providing software that delivers:

REACH & SCALE

Scale your talent initiatives by matching 1000s of sponsees and sponsors in your organization with the click of a button.

MEANINGFUL CONNECTIONS

Create an equitable culture of opportunity through high-quality matches by delivering a 98% match rate.

EASY TO USE

Our software is easily embedded in your everyday life. We can use employees' personal emails which makes it convenient and accessible.

MEASURABLE RESULTS

We provide data on employee sentiments, skill development and program insights – all in real-time, making the feedback actionable.

FLEXIBLE DEVELOPMENT PROGRAMS

We provide off-the-shelf programs for all of your employees. Already have a career mobility program? Great! Use our platform to deploy it.

REWARDS PARTICIPANTS

Our platform recognizes the sponsors that are advancing emerging talent at your organization in real time.

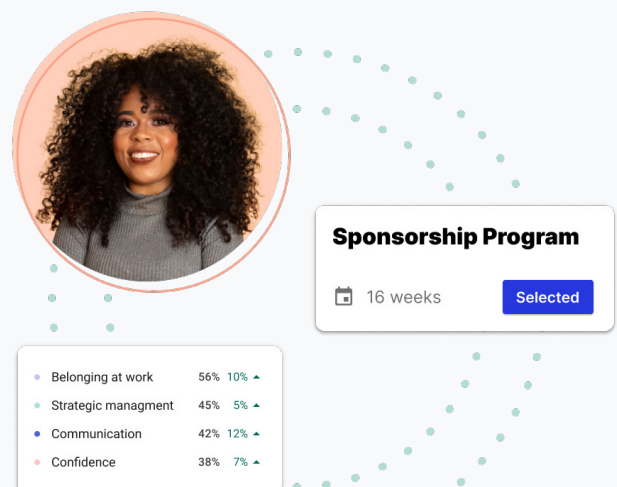
The best part? Your employees will love 10KC. Here's what our past participants say:

98% want to continue their relationship/ connection post program:

- **20%** as a sponsor
- **47%** as a mentor
- **31%** as an informal connection

88% said the program helped them make progress towards their development goals

93% want to be notified about future program offerings



Effective Sponsorship

What makes an effective Sponsorship program?



Winning Ideas

Enhance Visibility

Those who feel seen are 5x more likely to stay at their organization because they see the growth opportunities.



Expand Networks

Providing employees with support in building their network is critical for career progression. Employee's network alone is a 5x better predictor of performance



Cultivate Connection

The goal of any Sponsorship program should be to create long-term, on-going relationships. Why? 62% of employees would leave their employer for one where they feel more connected to colleagues (Ten Thousand Coffees, 2021)



Foster Equitable Opportunities

The ability to grow in an organization is extremely important to our ever changing workforce, as employees are less likely to leave when they can grow internally. Ensuring that every employee is provided with the opportunity in an equitable manner makes employees feel valued.



10KC Solution

Action-oriented Curriculum

Our curriculum focuses on ways in which the sponsor can highlight both the sponsee and their work for more visibility, ensuring sponsees are being seen.

All-in-one Approach

When participants join 10KC, they receive more than a single match. They get access to a sponsor, senior leaders, executives and a network of peers. This works to drive career pathing and a sense of belonging.

Long-term Relationships

This program and curriculum is meant to kickstart a long-term Sponsorship relationship with 98% of 10KC participants reporting interest in staying connected post program.

Promote Equity & Belonging







Fostering a sense of belonging at work begins with relationships. 10KC ensures employees receive a sponsor with a match that's based on shared interests and goals, bias-free.

How it Works

Enhance your employees' careers through high impact development experiences.

10KC Features

Program pairings

 Ken Sponsor	↔	 Michaela Sponsee
 Daniel Sponsor	↔	 Kim Sponsee
 Arielle Sponsee	↔	 Christine Sponsor

SPONSORSHIP PROGRAM TOPIC

Visibility, Visibility, Visibility

SPONSORSHIP PROGRAM TOPIC

Expanding Your Network

1. Sponsorship Program

Guided 1:1 conversations between sponsor and sponsee on topics such as increasing visibility, network expansion, and career pathing.

Already have a great program? Use our platform to deploy it at scale.



Outcome(s)

- ↑ Career Progression
- ↑ See Growth Potential
- ↑ Intent to Stay

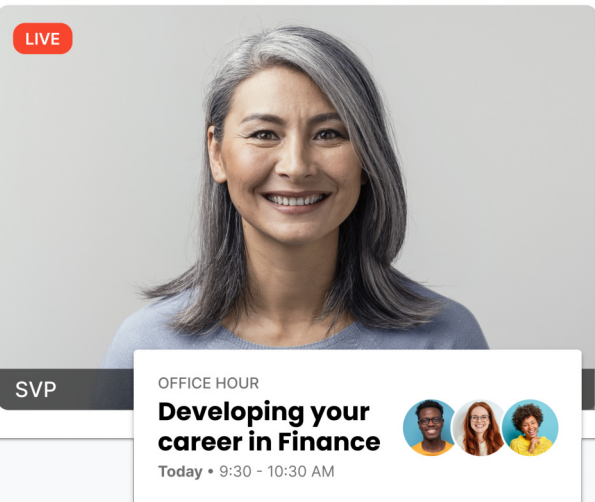
2. Leader-led Events

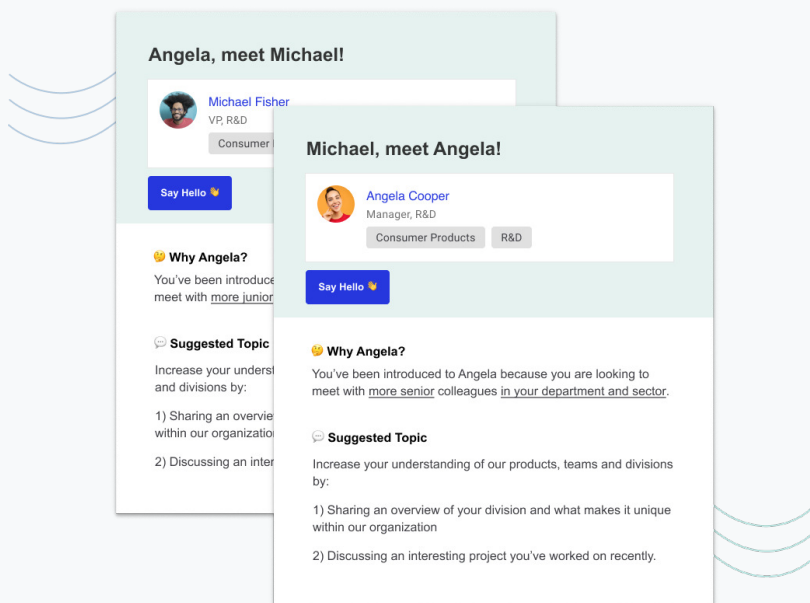
Provide sponsees with focused discussions around good Sponsorship practices and opportunities to connect with leaders for broader visibility.



Outcome(s)

- ↑ Career Insights
- ↑ Professional Development
- ↑ Career Advice





3. Networking Introductions

Continue building on Sponsorship objectives through smart match Introductions ensuring your top talent is meeting the right colleagues who'll help them learn about other parts of the business, get exposed to different career paths, build potential mentoring relationships & more.



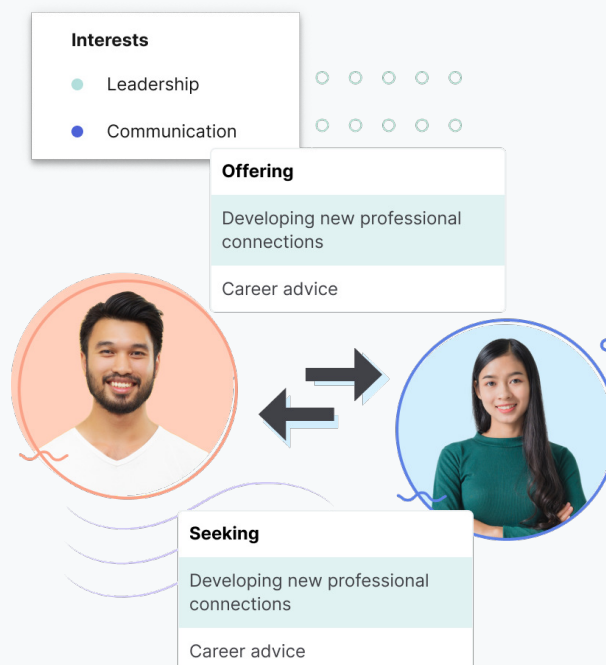
Outcome(s)

- ↑ Sense of Belonging
- ↑ Connection to Colleagues
- ↑ Networking Skills

Go beyond mentoring and coaching with your top talent with Sponsorship.

Sponsorship provides:

- ✓ Advocating for growth opportunities
- ✓ Help securing a next role
- ✓ Introductions to key people
- ✓ Mutually rewarding relationships



Employee Experience



Michaela Fisher (she/her)
Marketing Manager at CompanyCo

Management Level

Marketing

New York

Women's Alliance • Black Professionals Network

Before

This is Michaela.

- Michaela has been working as a Marketing Manager for the past few years and has a mentor but doesn't feel she has the visibility to get to the next step at CompanyCo.
- She has worked on building her network but it isn't broad or senior enough to help her land her next role.
- How can Michaela get her work seen and open up opportunities at CompanyCo?

Michaela's 4-month 10KC Experience

→ Sponsorship Program

Four 1:1 Guided Conversations + Structured Curriculum with a Sponsor (running 4 months) where Micheala will receive tailored introductions by her sponsor, increased visibility in the corporate environment and help mapping out her career.

→ Networking Opportunities

Following the program, she'll receive 6 targeted introductions to support her career path and professional development goals. Connections can be management level and above within or across functions, skills, and locations.

→ Access to Leaders

In 12 months, she'll have attended 4+ leader-led events. This will increase her visibility to broader leadership.

After

- Michaela has a strong network of connections in more senior positions.
- Her team and network are aware of her contributions and the extraordinary work she completes.
- She's developed the skills and relationships she needs for advancement opportunities.
- **Michaela is confident that she can grow into a broader leadership role at Company Co.**

Sample Sponsorship Program

Finding a career advocate and progressing in your career can be tough. We make it easy by designing the experience and ensuring success using our SmartMatch technology and Discussion Guides.

Sample Sponsorship Program

- **Meeting 1:** Mapping Out Your Career
- **Meeting 2:** Visibility Visibility Visibility
- **Meeting 3:** Expanding Your Network
- **Meeting 4:** Sustained Sponsorship and Reflection



This program works as a follow-on experience to the Mentorship program or as a standalone experience.



Beyond Sponsorship programs, we offer a variety of Mentorship programs from our pre-built library that allows you to have a program up and running in minutes. Have something specific in mind? Pick the solution of your choice:

Women's Mentoring Program

Black Professionals Mentoring Program

Indigenous Professionals Mentoring Program

LGBTQ+ Mentoring Program

Diverse Talent Mentoring Program

and more

Our team will work with you to design programs tailored to meet your diversity, equity and inclusion needs.

Business & Program Outcomes

At 10KC, we pride ourselves on delivering a solution that drives measurable outcomes.



Key Business Outcomes

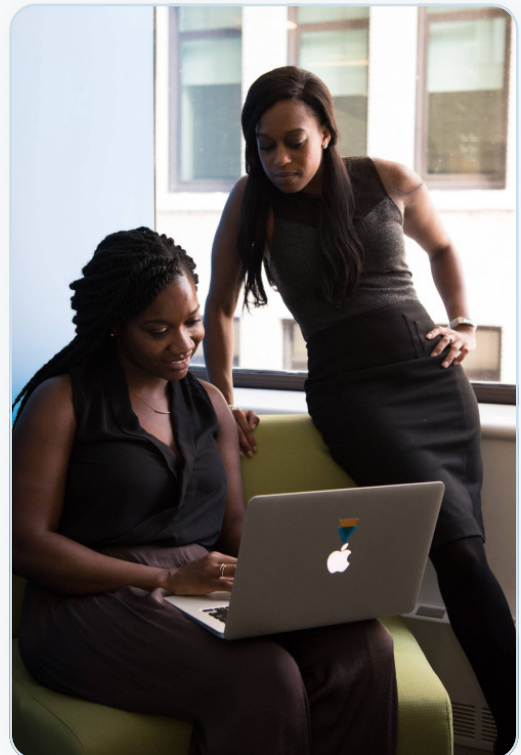
- ↑ Engagement
- ↑ Promotion
- ↑ Retention
- ↑ Inclusion

Companies who effectively nurture their employees' desire to learn are 30% more likely to become **market leaders in their industry**.

A sense of belonging decreases turnover risk by 50%

Program Outcomes

- ✓ Connect with other sponsors/sponsees to cultivate belonging
- ✓ Build a network of 12+ connections that drive advancement opportunities
- ✓ Greater confidence in applying for promotions within
- ✓ Gain visibility to corporate colleagues and leaders
- ✓ Develop skills needed to build your career
- ✓ Foster meaningful relationships with trusted sources in the organization



Client List & Testimonials

Join the hundreds of companies who've trusted 10KC with scaling their Sponsorship Solution to drive career development, retention and advancement.



"With 10KC, we now have an ideal platform to enable connection on a number of dimensions and extend our reach across the national firm in ways that would not have been possible for us in the past. We're living a new normal with 10KC that addresses our evolving needs and challenges and enables our focus on building and sustaining an inclusive and caring workplace."

Soula Courlas
Interim Chief People Officer



"We're building a diversity and inclusion roadmap that's focused on impact, that'll be measured and communicated to our employees. Through technology and tools like Ten Thousand Coffees, our hope is that we'll democratize access to networks. We're looking to scale up because everyone needs to be part of the conversation."

David Simmonds
SVP Communications



Our Solutions



10KC is an all-in-one enterprise platform for Mentorship, Connectivity, DEI, Onboarding, Early Talent and Leadership Development.



Mentorship

Enable employees to reach their career goals through effective mentor-mentee relationships.



Connectivity

Build culture and a sense of belonging by fostering connection among employees.



Diversity, Equity & Inclusion

Advance the development and careers of diverse employees and allies.



Onboarding

Accelerate employee productivity and belonging through buddy programs, networks and culture-building solutions.



Early Talent

Give Early Talent (interns, new grads) the connections, skills and support needed to jumpstart their career.



Leadership Development

Develop and grow high potential talent and people managers to lead in the new world of work.

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Trusted by the world's leading
employers to create best-in-class
talent development experiences



McKESSON

