



Patti Cotton
Inspire. Influence. Impact.



Coaches, Mentors, and Sponsors

The Differences
and the Benefits



www.PattiCotton.com

Why a Coach?

To gain clarity, direction, confidence, greater leadership abilities, specific behaviors, mindsets, and actions needed to achieve and succeed at new and higher levels. To develop thought leadership, edge, distinction, executive and leadership presence. Focus is on soft skills (e.g., active listening, effective communicating, decision-making, "edge"), rather than hard skills (e.g., financial acumen, technical or area-specific skills).

Why Successful People Have a Coach

To effectively lead self, others, and the enterprise. To prepare for a promotion, new role, or transition; to manage this process successfully. To set and reach goals more successfully; achieve greater satisfaction, fulfillment, meaning, purpose.

Who Drives the Relationship

You drive the relationship, and it is contracted for a defined term to meet your stated goals. Your coach is your thought partner, facilitator of your leadership development, challenger, supporter, and advocate.

Focus/Outcomes

Your personal and/or professional agenda and its success.

How to Identify the Right One for You

Corporate experience, coaching experience, credentials, chemistry.

COMPLIMENTARY LEADERSHIP ASSESSMENT

*Women Who Take the Lead:
How Powerful is your Leadership?*

Assess your effectiveness in leading yourself,
others, and the enterprise.

[Click here](http://patticotton.com/leadership-assessment/) to take the assessment:

<http://patticotton.com/leadership-assessment/>

Why a Mentor?

To receive guidance and counsel for career navigation, choices, and decisions; to benefit from network connections and business experience. To receive support and help in hard skills (e.g., particular technical or area-specific skills).

Why Successful People Have a Mentor

To receive support and direction for career path. To benefit from business wisdom, insight, and network connections beyond your present scope.

Who Drives the Relationship

You drive the relationship, and it is an open-ended, open-door arrangement contingent on his/her agenda and agreement to support you. Your mentor is your guide, connector; reactive and responsive to your needs.

Focus/Outcomes

Determination of possible career paths to meet specific career goals. Support in making business connections and decisions for career.

How to Identify the Right One for You

Professional experience, track record in success, network connections.

Why a Sponsor?

To leverage your viability as greater leadership material in your company or workplace.

Why Successful People Have a Sponsor/Champion

To increase potential of obtaining high-visibility assignments, promotions, or jobs.

Who Drives the Relationship

Your sponsor drives the relationship, and it is an open-ended, open-door arrangement contingent on his/her agenda. S/he is your protector, promoter, and advocate behind closed doors.

Focus/Outcomes

Help advance your career through advocating for your advancement and championing your current work and potential with other senior leaders.

How to Identify the Right One for You

Strength of influence with other senior leaders in the company; seniority and standing in the company.

