



DESA GLOBAL LEADERSHIP

MENTORSHIP VS COACHING VS SPONSORSHIP

PROFESSIONAL RELATIONSHIPS

MENTORS

Two-sided relationship

- Offer guidance, stories, and advice based on their lived experience.
- Come from a similar industry, geography, or career background.
- Provide direct feedback, advice, and practical solutions to day-to-day challenges.
- Benefit from the relationship by learning different perspectives, developing their communication skills and growing their leadership equity.

COACHES

One-sided relationship

- Ask powerful questions so that coachee can come up with the answers themselves.
- Take a more holistic approach by encompassing all areas of life and the person as a whole.
- Rather than "advice", they provide impartial, non-judgemental observations to be taken as actionable feedback for achieving targeted results.

SPONSORS

Two-sided relationship

- Are more senior stakeholders, willing to use their reputation and credibility in service of their protégé.
- Commit to nurturing long-term relationships built on trust, action and accountability
- Endorse protégés directly, using their influence, power and networks to increase proteges visibility, skillset and access to career opportunities.

For a short tutorial on sponsorship, [check out this talk](#)