



SPONSOR

SELF-ASSESSMENT



Thank you for considering to become a sponsor. To ensure that a sponsee fully benefits from the sponsorship relationship it is important to reflect on whether being a sponsor is the best way in which you can support development and diversity. To help you we have put together a self-assessment to prompt you to consider carefully the role of the sponsor.

If you have answered 'yes' to all the statements opposite then you are well placed to establish a positive sponsorship relationship and we would encourage you to review the guide which has been designed to support you in achieving this.

If have answered 'no' to any of the statements it may be that sponsorship is not the best way for you to support staff development and diversity at this time. There are many other ways that you can do this, for example, by being a mentor, coach or by working with you local workforce development team to improve diversity within your team.

Either way, thank you for the interest and commitment you have shown to supporting staff development and diversity in the NHS.

I work at Assistant Director or above and have held this position for more than 12 months ✓

I have a strong network, positive working relationships and good reputation with my senior colleagues in my current organisation ✓

I have a strong network with senior finance professionals in neighbouring organisations ✓

I regularly attend board level meetings and can arrange access to senior meetings that my sponsee would otherwise not have access to ✓

I have encouraged others to give me feedback throughout my career (for example, my use of 360 degree feedback) ✓

I am skilled at giving honest feedback ✓

I am prepared to make time to meet with my sponsee and prioritise my role as sponsor, even during very challenging periods ✓

I am willing to act as an advocate for my sponsee and understand what this means ✓

SPONSORS GUIDE

PROMOTING THE SPONSORSHIP PROGRAMME LOCALLY

In order to make your team aware that you are available as a sponsor we recommend that you make contact with your team through local team meetings, e-mail and informal opportunities. Make potential sponsees aware of the programme and the tools available by promoting them within your own team. Decide how you would wish a potential sponsee to approach you to register an interest and arrange a time to talk to them about their aspirations and what they hope to gain from the programme. Consider how you will respond if more than one team member would like to set up a sponsorship arrangement and how you would decide which person would most benefit from the relationship, as well as what else you can offer to any staff member who you cannot sponsor at this time.

Liaise with your local workforce development team (if you have one) so that they are aware of the programme. It may be that other areas of your organisation would benefit from using the tools available and you are welcome to share these with your colleagues.

Register for the FFF programme and join the sponsors group on the website so that you can provide peer support to each other.

ESTABLISHING A RELATIONSHIP

During an initial sponsorship meeting consider the following questions as prompts to what you should try and get from the meeting:

- 1 Will you have a sponsorship guardian (recommended) and who should this be?
- 2 How frequently will you meet with your sponsee and how long will meetings last?
- 3 What questions will you ask your sponsee to better understand what they want to achieve from the sponsorship relationship?
- 4 What are the ground rules for the relationship?
- 5 How will you create trust so that each of you feels they are able to honestly express their thoughts, feelings or concerns?
- 6 How will agreed actions be recorded and followed up?

ENSURING THE RELATIONSHIP REMAINS POSITIVE

The sponsorship relationship should formally last for 2 years. During this time regular meetings should take place and both the sponsee and sponsor should be able to see the relationship maturing over time and the aims and objectives from the relationship being realised. To help you achieve this consider the following points:

- 1 How will you structure meetings, do you want to schedule 'stop and reflect' points periodically to enable you to check that the relationship is on-track?
- 2 Do you have a sponsorship guardian and, if so, how do you want to engage with this role? Would you invite them to periodic sponsorship meetings or would all parties prefer a different approach?
- 3 At what point during the 2 years will you start to consider drawing the relationship to a close and how will this be achieved?

REFLECTION

The programme is designed to be of benefit to the sponsee but also to the sponsor and the organisation. As a sponsor we encourage you take time to personally reflect on the relationship, the benefits to you personally and to the organisation. Perhaps consider the following:

- 1 Keep a record of these benefits so you can refer back to them and share positive experiences
- 2 Include your participation in your own CPD log
- 3 Create a learning log so you can reflect on what you have learned, for example, when you attend senior meetings reflecting on behaviours, or when you have been given a development opportunity reflect on what went well and what you may want to do differently in future.
- 4 Create a reflection log where you can record any feedback that you receive, how it made you feel and whether there is anything you plan to do as a result of the feedback.
- 5 Regularly review the aims that you wanted to get from the relationship at the outside and ask yourself whether these aims are being met or whether your goals have changed.

FEEDBACK

Periodically a member of the team may try and contact you to get some feedback or find out about your experiences but please don't wait for this if you have something to share. The programme is iterative and will be adapted and improved based on feedback and experiences shared by those involved. If you feel that there are improvements that could be made, that you would appreciate further tools, resources or support then please feed this back. If you are happy to share your experiences with other please feed this back so that it can be used in promotional materials such as on the website.

Please send your feedback to: Futurefocusedfinance@nhs.net

Programmes of this type are best promoted through the positive experiences of those who have participated. We encourage you to become an advocate for the programme, speaking of it when you talk to colleagues, attend meetings or conferences and among your teams. Encourage others to consider whether they could become a sponsor or if you know someone who could benefit from being a sponsee; direct people to the Future-Focused Finance website for more details.