

SPONSORSHIP PROGRAMME

SPONSORS' SELF-ASSESSMENT

Thank you for taking an interest in the Future-Focused Finance Sponsorship Programme, the programme aims to encourage and support the professional development of sponsees through facilitating relationships at different Band levels. To ensure your sponsee fully benefits from the sponsorship relationship you have, it is important to reflect on whether being a sponsor is the best way you can support and promote development and diversity. Please review the statements below and consider your responses as part of the self-assessment for the programme.

- I work in a leadership position and have held this position for more than 12 months
- I have a strong network, positive working relationships and a good reputation with senior colleagues in my current organisation
- I have a strong network of senior finance professionals in neighbouring organisations and within my local STP/ICS footprint
- I regularly attend senior meetings and can arrange access to them for my sponsee if they would otherwise not have access to them
- I have encouraged others to give me feedback throughout my career (an example of this would be partaking in 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 a sponsor, even during challenging periods
- I am willing to act as an advocate for my sponsee and understand what this means

NEXT STEPS

If you have answered 'yes' to the statements above, then you are well placed to establish a positive sponsorship relationship and we encourage you to review the sponsors' guide overleaf and take the next steps to find a sponsee.

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



PROMOTING THE SPONSORSHIP PROGRAMME LOCALLY

To ensure others are aware you are available and willing to act as a sponsor we recommend that you communicate this with your team in meetings, via email and at informal opportunities, promoting the programme and other tools available on the Future-Focused Finance website. Arrange a time to talk to potential sponsees about their aspirations and what they would like to gain from the programme. Consider how to respond if more than one team member would like to set up a sponsorship arrangement with you and how you would fairly decide who would most benefit from the relationship, making sure to reflect on what support you can offer to those you cannot sponsor at this time. Liaise with your local workforce development team (if you have one) to ensure they are aware you are participating in the programme. Formally register for the Future-Focused Finance sponsorship programme by signing your sponsee's statement of commitment in the Sponsorship Programme Overview leaflet. You will then be added to a sponsors' group on the Future-Focused Finance website where you can keep in touch with other sponsors and provide each other with peer support.

ESTABLISHING A RELATIONSHIP

During your initial sponsorship meeting, use the following questions as prompts:

- Will you have a sponsorship guardian (recommended) and who should this be?
- How frequently will you meet with your sponsee and how long will meetings last?
- What questions will you ask your sponsee to better understand what they want to achieve from the sponsorship relationship?
- What are the ground rules for the relationship?
- How will you create trust so that each of you feels able to honestly express their thoughts, feelings or concerns?
- 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 meaning your relationship will mature over time and your aims and objectives from the relationship should become realised. To help you achieve this consider the following points:

- How will you structure meetings? E.g. do you want to schedule reflection points to enable you to check that the relationship is on-track?
- Do you have a sponsorship guardian and, if so, how would you like to engage with them? Will you invite them to periodic meetings?
- At what point during the two year programme will you start to consider drawing the relationship to a close and how will this be achieved?

REFLECTION

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

- Keep a record of the benefits so you can refer to them and share positive experiences
- Include your participation in your own CPD log
- Create a learning log so you can reflect on your experiences and identify what you gained from them e.g. reflect on your behaviour when you attend senior meetings
- Create a reflection log where you can record any feedback you receive, detail how it made you feel and identify any actions you would like to make as a result of it
- Regularly review your initial aims and consider whether they are being met or if your goals have changed

FEEDBACK

Over the course of the programme, a member of the Future-Focused Finance team will contact you for feedback and ask about your experiences but please don't wait for this if you have something to share. The programme is fluid and will be adapted and improved upon based on feedback and experiences shared by those involved. Please share your opinions on improvements that could be made, or further tools, resources and support which you would appreciate. 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 with your colleagues and at meetings or conferences you attend. Ask others to consider if they would benefit from a sponsorship relationship or if they would make a suitable sponsor to others. Unless otherwise requested, your feedback will be used to promote the programme to others. Please send your feedback to: futurefocusedfinance@nhs.net

