

# THE INFLUENCE PROJECT

## Becoming Sponsorable

*It's not a competence problem. It's a sponsorship problem.*



### THE PROBLEM

You have the credentials, the experience, the results. And yet someone less qualified keeps getting the opportunity, the visibility, the promotion.

Leaders with power choose people they know, trust, and have a relationship with. Black women are systematically excluded from those relationships — not by malice, but by pattern.

**The Influence Project teaches you to change that pattern. Deliberately. Strategically.**

#### BY THE END YOU WILL HAVE:

- Identified the one person most likely to sponsor you
- Positioned yourself as someone worth sponsoring
- Made a strategic contribution that opens the door
- Begun a real relationship — not a hope, not a plan, an actual relationship in motion

#### WHO THIS IS FOR

Black women leaders at the director level and above who are ready to stop waiting and start being strategic.

#### HOW IT WORKS

- 5 live Zoom sessions every 2-3 weeks
- Peer cohort of 8-12 women
- 90-minute sessions with breakout discussions

### THE FIVE SESSIONS

1	<b>Know the Landscape</b>	Map power dynamics. Who has influence? Who sponsors whom? Where do you fit — and where do you want to fit?
2	<b>Know Yourself</b>	What do you bring that is uniquely valuable? How are you currently perceived — and does that match how you see yourself?
3	<b>Choose Your Person</b>	Identify your target ally. Analyze power, disposition, and proximity. Focus on one person — the right person.
4	<b>Make Your Move</b>	Find the contribution that creates real value for them. Make it. Begin the relationship. The value creation is the goal.
5	<b>Read the Response &amp; Plan Forward</b>	What happened? What did you learn? How do you deepen from ally to active sponsor?

### THREE WAYS TO JOIN

#### THE FOUNDATION

**\$797** per person

5 live sessions · Peer cohort · Peer forum · Conscious Change PDF · Reframing Change PDF · Portal access

#### THE ACCELERATOR

**\$1,197** per person

Everything in Foundation + Responsible 360 — a guided exercise that helped one client reverse a downward spiral in her team's evaluation of her

#### THE FULL EXPERIENCE

**\$1,997** per person

Everything in Accelerator + ARC Inventory + Leadership 360 with individual personalized reports — the deepest understanding of how you are perceived