

SPONSOR OVERVIEW

OVERVIEW OF THE CABLE CENTER INTRAPRENEURSHIP ACADEMY (TCC-IA)

TCC-IA is the core component of the Community of Innovators, an initiative that connects people and ideas, and advances innovation through educational programs. TCC-IA is designed to provide high-performers who have displayed intrapreneurial behaviors with the tools and mindsets required to successfully innovate within a corporate environment.

WHY DO I NEED A SPONSOR?

Sponsors are essential to an Intrapreneur's success in TCC-IA

We have consistently heard from TCC-IA participants that their Sponsor directly affected their experience, the degree to which they made progress on their projects, and their affinity for their current team, company, and the cable industry.

Sponsors are essential to an Intrapreneur's success outside of TCC-IA

Sponsors help Intrapreneurs navigate the organization and they can open doors to people that may be hard for Intrapreneurs to access on your own. TCC-IA graduates have told us that their participation in this program increased their profile within their organization and that their Sponsors' support was critical to achieving this higher profile.

“The sponsor role was critical to my project and has helped as a mentor beyond just the project....he was definitely committed to my project and I will be working with him and his team closely in the future.”

“My sponsor really kept me motivated and on track during the whole process. [SHE] always tried to find connections and encouraged me to use the key findings from the program to keep moving forward.”

“My sponsor was key, he was challenging me and pushing internally to get all the support I needed”

WHO SHOULD I PICK TO BE MY SPONSOR?

The ideal sponsor is:

- Recognized as a strong people developer
- At least one level above the TCC-IA participant (But not their direct manager)
- Able to advise participants on their innovation projects, help them understand the context and culture in which they are working, advocate for them within the broader organization
- Able to devote time to sponsor responsibilities, which average one hour per week throughout the nine-week program

WHAT ARE A SPONSOR'S RESPONSIBILITIES?

All Fall 2018 Sponsors must commit to:

- Attend the Kick-off on Tuesday, August 14 from 2:15pm to 4:45 MT (4:15 – 6:45 ET). Attendance at the kick-off is mandatory because we will review the TCC-IA Curriculum and graduation requirements, engage in the critical “Goals and Bounds” discussion (one of the most important and essential elements of the program), and develop an action plan for the remainder of the program. This attendance can be done “virtually” through Zoom conferencing.
- Meet (in-person or by phone) with their Intrapreneur at least 3 times over the 7-week supported self-study period to review progress on their project and provide feedback.
- Respond to two (2) short surveys
 - Pre-program survey regarding expectations and aspirations
 - Post-program survey regarding experience, performance against expectations, and suggestions for the next class.

HOW DO I CONVINCe SOMEONE TO BE MY SPONSOR?

Sponsors learn new skills and tools, too

Every lesson (article, video, tool) is shared with Intrapreneurs and Sponsors at the same time. This enables everyone to hit the ground running in every conversation. It also helps Sponsors role-model and teach essential innovation tools more broadly within the organization.

- 80% of Sponsor surveyed felt that the articles were interesting and 60% have applied what they read in their day-to-day roles

Sponsors flex their mentoring muscles

Sponsors get the opportunity to get to know and mentor rising stars within their organizations.

- 60% of Sponsors surveyed created new relationships as a result of acting as a Sponsor and 40% deepened existing relationships
- “I think it (conversations with my Intrapreneur) helped them feel valued and stretched them a little bit so that they will be more successful in their careers”

100% of Sponsors surveyed would recommend the Sponsor role to a colleague

OK, GOT MY SPONSOR, NOW WHAT?

Congratulations! You and your Sponsor now need to complete the form on the next page and send it to Robyn, TCC-IA Dean, at robyn@cablecenter.org no later than **August 3**.

THE CABLE CENTER – INTRAPRENEURSHIP ACADEMY
SPONSOR COMMITMENT

I have read the Sponsor Overview and understand the Sponsor profile, role, responsibilities, and expectations. I am committed to playing the role of Sponsor for my TCC-IA participant and will attend the kick-off (in person or via Zoom), meet with my participant at least 3 times during the 7-week self-study period, and provide input and feedback through pre- and post-program surveys.

If, for any reason, I cannot fulfill these responsibilities, I will work closely with my TCC-IA participant to identify and on-board a new Sponsor.

TCC-IA PARTICIPANT

SPONSOR

Signature

Signature

Name (please print)

Name (please print)

Title & Company (please print)

Title & Company (please print)

Email (please print)

Email (please print)

Date (please print)

Date (please print)