



CITY OF MADISON AFFINITY GROUPS

MAY 2024

Executive Sponsor – a senior leader (supervisor or manager) who supports and champions the goals, objectives, and initiatives of the Employee Resource or Affinity Group. The Executive Sponsor plays a critical role in creating a supportive and inclusive workplace culture, and in empowering employees to achieve their full potential.

The role of an Executive Sponsor is to **provide guidance, advocacy, and resources** to the Employee Affinity Group, and to **serve as a liaison** between the group and the organization's leadership.

This involves...

1. **Providing Strategic Direction**

The Executive Sponsor should work with the Employee Affinity Group to **define their purpose, goals, and objectives, and to align these with the organization's mission, vision, and values.**

2. **Ensuring Visibility and Support**

The Executive Sponsor should **actively promote** the Employee Affinity Group within the organization, and advocate for their needs and interests to the senior leadership team.

3. **Offering Guidance and Mentorship**

The Executive Sponsor should be **available to provide guidance and mentorship** to the Employee Affinity Group, and to help them develop their skills, knowledge, and abilities.

4. **Providing Resources**

The Executive Sponsor should help the Employee Affinity Group **access the resources** they need to achieve their goals, such as funding, space, equipment, and technology.

5. **Monitoring Progress and Impact**

The Executive Sponsor **should monitor the progress and impact of the Employee Affinity Group, and provide feedback and support as needed.**