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# Sponsorship: It's Mutual

Tara Jaye Frank

*Corporate Culture Advisor – Hallmark Cards, Inc.*

*CEO – TJF Career Modeling*



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Know It...

“There's a key ingredient for moving up the ladder that mentorships lack: *capital*. In other words, a direct ability to give you opportunities, not just advice about how to maximize them when they come along.”

-Sava Berhane, *Fast Company*



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Feel It...

“Efficacy trumps affinity; you’re looking not for a friend but an ally.”

*-Sylvia Ann Hewlett, Harvard Business Review*



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See It...

“If you don’t know where you’re going, no one can help you get there.”

*-Tara Jaye Frank*



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Questions?



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Share It...

“Your really amazing advice goes here.”

*-You*





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Realize It...

“A dream without a plan is just a wish.”

*-Katherine Paterson, The Invisible Child*