



Mentor / Coach / Sponsor Charter

Design for Capability. Not Perfection.

Created by Vanessa Gentile, Founder of Bring Women Back to Work

Purpose

Mentorship alone is not enough.

Growth accelerates when three roles are clearly defined:

- Mentor → perspective
- Coach → clarity & action
- Sponsor → access

This charter ensures alignment, structure, and impact.

How to Use It

1. Assign or identify Mentor, Coach, Sponsor roles
 2. Define expectations and cadence
 3. Align on goals and outcomes
 4. Track sponsor actions and progress
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Charter Template

Participant Name:

Program / Role:

Mentor (Perspective)

Name:

Focus: Experience sharing, guidance

Cadence: Monthly

Key Responsibilities:

- Share insights and experience
 - Provide context and direction
 - Support decision-making
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Coach (Clarity & Action)

Name:

Focus: Personal growth, accountability

Cadence: Bi-weekly

Key Responsibilities:

- Ask powerful questions
 - Challenge thinking
 - Support action and progress
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Sponsor (Access & Opportunity)

Name:

Focus: Visibility and advancement

Cadence: As needed (action-based)

Key Responsibilities:

- Create opportunities
 - Make introductions
 - Advocate internally
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Success Indicators

- Number of sponsor actions (introductions, opportunities)
- Progress toward defined goals
- Confidence and clarity improvement