

# The Multiplier Effect

Diversify Cisco's culture – leverage the power of sponsorship to amplify the voice and careers of underrepresented groups.

In 2017, Cisco introduced The Multiplier Effect (TME). The TME pledge empowers leaders to sponsor a person different from themselves, support their career advancement, and challenge their peers to do the same.

Sponsors leverage their influence, position, and social capital to advocate career advancement for their sponsees.

Sponsorship isn't automatic – it's organic, dynamic, and rooted in respect and trust.

## Why Sponsorship Matters

- 1 Sponsorship is a critical success factor in the advancement of diverse talent.
- 2 People with sponsors are 23% more likely to advance in their careers.
- 3 Leaders who sponsor are 53% more likely to advance in their career.
- 4 Taking the TME pledge is one of the ways leaders can showcase their personal commitment in championing and advocating for diverse talent.
- 5 Research shows that employees of color and women are less likely to be sponsored in organizations.



## The Multiplier Effect is a catalyst to accelerating diverse talent

TME participants experience the following career impacts compared to employees without a sponsorship relationship.

1.5x

### Promotion multiplier

Sponsees are 1.5 to 3.2 times more likely to receive a promotion.

### Compensation multiplier

Sponsees are 1.6 times more likely to receive an annual compensation award across both salary and stock.

1.6x

1.3x

### Retention multiplier

Sponsees are 1.3 times more likely to stay at Cisco than non-sponsored employees.

### Attention multiplier

Sponsees are more likely to receive attention with more than half checking-in at least 80% of the time on Team Space.

1.3x

## Sponsor Career Benefits

1.4x

### Promotion multiplier

Sponsors are 1.4 times more likely to receive a promotion compared to other Cisco leaders who have not sponsored an employee.

### 2+ dimensions

70% of sponsors sponsor people with 2+ dimensions of difference

70%

## Join the TME Movement

1

**Pledge to sponsor** diverse talent and advocate for their advancement.

2

Discover and connect with untapped talent; then enter your sponsee name at [multiplydiversity.com](https://multiplydiversity.com)

3

Challenge your peers to take the pledge to sponsor diverse talent.

4

**Share your sponsorship story** to help multiply diversity and inspire others to join the TME movement.

## Cisco's sponsorship playbooks

To learn more about sponsorship and read impactful stories, visit [Sponsorship 101](#).

