

# Dentons joins Canadian diversity and inclusion leaders to 'hack' the gaps of diversity

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In November 2016, Dentons joined forces with three other leading organizations in diversity and inclusion—Deloitte Canada, HSBC and the Ontario Public Service—to host Diversahack, a hackathon-inspired event that brought together mixed teams from each organization to brainstorm how a sponsorship strategy—as opposed to “mentorship”—could look and feel. With a diverse group of participants, each team was asked to consider ways to transform sponsorship into a corporate strategy, to be embedded in the way leaders lead. This important exercise was motivated by the need to close the gap between intention and action by turning sponsorship into a strategic priority.

"We've found that diverse teams are more engaged, inventive and high performing as they are able to innovate and collaborate more effectively, and in ways that resonate deeply with our clients," said Chris Pinnington, Dentons' Canada CEO. "As an effective sponsor you have to put yourself out there, and invest in your delegate in a meaningful way."

The winning team outlined a three-pronged strategy whereby protégés would be identified based upon their talent, and sponsors would be incented to act as active champions. The strategy proposed that:

1. Protégés should be allowed to pick their sponsors (as opposed to sponsors picking their protégés);
2. Sponsors should be rewarded for their participation; and
3. Sponsors should work in teams in order to reduce any risk a sponsor may feel by supporting a protégé.

The Firm was proud to have been part of these important discussions and another ground-breaking initiative for diversity and inclusion in our profession.

For more information about Diversahack, please read the official press release, download the report on Sponsorship: Deloitte's Diversahack 2016 , and watch the video below.

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Try watching this video on [www.youtube.com](http://www.youtube.com), or enable JavaScript if it is disabled in your browser.

# About Dentons

Dentons is the world's largest law firm, connecting top-tier talent to the world's challenges and opportunities with 20,000 professionals including 12,000 lawyers, in more than 200 locations, in more than 80 countries. Dentons' polycentric and purpose-driven approach, commitment to inclusion and diversity, and award-winning client service challenge the status quo to advance client interests. [www.dentons.com](http://www.dentons.com)

## Your Key Contacts



**Kate Broer**

Partner, Global Client  
Development and Women's  
Clients & Markets, Toronto  
D +1 416 863 4574  
M +1 416 895 4574  
[kate.broer@dentons.com](mailto:kate.broer@dentons.com)



**Alexandra North**

Partner, Toronto  
D +1 416 863 4412  
[alexandra.north@dentons.com](mailto:alexandra.north@dentons.com)

## Media contact



**Nicole Miles**

Canada Director, Client  
Development and Profile,  
Toronto  
D +1 416 863 4705  
[nicole.miles@dentons.com](mailto:nicole.miles@dentons.com)