

Sponsor Road Map

Sponsor name & position:

Overview of change initiative:

Role(s) of sponsor in change initiative:

[Visionary](#)
[Sponsor](#)
[Speech-maker](#)
[Purse-holder](#)
[Unblocker](#)
[Planner](#)
[Mediator](#)

Please elaborate on the role of the sponsor in the change initiative:

SPONSOR COMMITMENTS: Internal Stakeholders

What	When	Contact / Organizer	Details
<i>E.g. podcast to staff</i>	<i>Weekly</i>	<i>Comms Department – social media</i>	<i>Update of progress, decisions made. Includes demos of new systems where available. 1 interview per podcast with a stakeholder. Film of other engagement events.</i>

SPONSOR COMMITMENTS: External Stakeholders

What	When	Contact / Organizer	Details
<i>Press conference</i>	<i>Ad hoc</i>	<i>Communications department / media liaison</i>	<i>Present press releases and answer questions or give interviews with print and broadcast media.</i>

SPONSOR COMMITMENTS: Change Initiative Project

What	When	Contact / Organizer	Details
<i>E.g. Change Initiative Board</i>	<i>Monthly</i>	<i>Project officer</i>	<i>Chair change initiative board, held in Directors' Meeting Room. 2 hours.</i>