

Top Tips for Engaging & Maintaining Sponsor Involvement

1. During the planning stage or as you conduct a stakeholder analysis, identify the sponsors of your change project as a unique stakeholder group.
2. Consider communication towards sponsors in your communication strategy.
3. Spend time familiarising sponsors with the change methodology being used
4. Let sponsors know that they are crucial to the success of the change initiative
5. Create a 'sponsor roadmap', that details what sponsors should do, when and how they should do it
6. Assign sponsors a regular, low effort task to keep the change initiative top of their minds
7. Diplomatically alert sponsors at the beginning of the change effort that their involvement cannot be limited to a single speech or presentation
8. Encourage sponsors to meet regularly to discuss the change and their contributions towards it
9. Encourage sponsors to discuss their experiences of organizational change and what the sponsors of those changes did that made them effective
10. Keep sponsors update on the progress of the change by using the change measures you have put in place
11. Don't use sponsors as 'unblockers' (removers of obstacles) when it isn't absolutely necessary
12. Ask sponsors to boost morale by telling stories of when the organization has faced challenges in the past and has overcome them
13. Alert sponsors if they are getting too far ahead of the rest of the organization on the change curve