

Sponsor Road Map

Sponsor name & position:

Overview of change initiative:

Role(s) of sponsor in change initiative (circle all that apply):

☐ Visionary
 ☐ Sponsor
 ☐ Speech-maker
 ☐ Purse-holder
 ☐ Unblocker
 ☐ Planner
 ☐ Mediator

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

Commitments to 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>

Commitments to 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>

Commitments to the 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>