

# The **ABCs** of... Sponsorship



## ACTIVE AND VISIBLE

**Be present and there to assure employees how they will be supported if they are struggling with the change.**

As a sponsor, you can be active and visible by supporting your team and championing the change. Build enthusiasm and manage resistance by providing resources, participating in change activities, and responding and listening to impacted groups. Help set the direction of the change for your team – and be ready to own the outcomes.

### **Are you an active and visible sponsor? Consider:**

- **Was I present at the kickoff meeting?**  
*The kick-off meeting provides integral scope information. Meet with your project manager or review notes and recordings if you were absent.*
- **Do I regularly attend project and status check-in meetings?**  
*Your role as a sponsor is key in a strong project team. Plan to attend all project and status check-in meetings.*
- **Have we defined our project objectives and benefits?**  
*Defining objectives helps measure project success. You should lead your team in defining objectives and take responsibility for achieving them.*



## OUR APPROACH

This is a resource from our **WSIPC Change Management Tool Series**. These strategies draw from decades of research on change management from Prosci ([prosci.org](http://prosci.org)), the organization behind the ADKAR model.

WSIPC is here to support your district as you implement structured, sustainable change management approaches for new tools and technologies.

We help our members access the technology services they need to focus on their educational mission. *It's the power of your Cooperative!*

### **Get in Touch**

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