

The **ABCs** of... Sponsorship



BUILD A COALITION

Work with other key organizational leaders to help them understand why they also need to role-model the change.

As a sponsor, building a coalition of leaders across your district will be essential to enduring change. Ensure alignment of expectations across your coalition of leaders and solicit and openly receive their feedback. Encourage participation and provide leaders with the tools for success, including role training opportunities for leading teams through change.

Have you built a coalition of leaders? Consider:

- **Have I established clear expectations for support?**
Administrator support is key to project success. Ensure leaders understand their role in providing positive support for the change.
- **Have I listened to and addressed concerns or resistance?**
*Each administrator may have unique concerns or fears. Consider hosting meetings to listen to feedback and share the *what, why, and how*.*
- **Are administrators tracking staff learning progression?**
Success depends on people learning and applying new skills. Provide regular opportunities to track and report on learning progression.



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), 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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