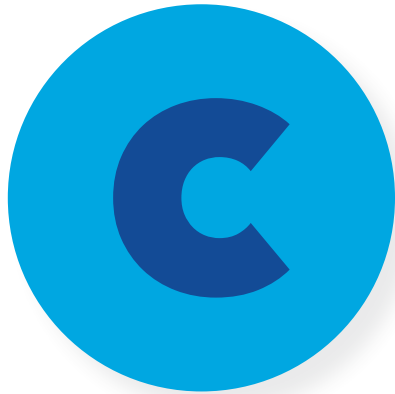


The **ABCs** of... Sponsorship



COMMUNICATE

Regularly communicate the *why* and progress updates with partners.

As a sponsor, communicating the *why* is one of your most important roles. Create a communications plan with a regular cadence of program updates, strategies for two-way communication, and various tools and tactics that support diverse partner interests, roles, and communication styles.

Are your change communications effective? Consider:

- **Am I communicating why the change is happening?**
Understanding the why can increase overall buy-in. Create an elevator pitch that other leaders can share with those who will be impacted by the change.
- **Have I provided opportunities for two-way communication?**
Two-way communication can help you understand the mindset of people impacted by the change. Create forums to uncover and address concerns.
- **Does our district use multiple modes of communication?**
Frequent, varied communication keeps partners apprised. Use multiple platforms to support different communication and learning styles.



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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