

The **A****B****C**s of... Sponsorship



ACTIVE AND VISIBLE

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

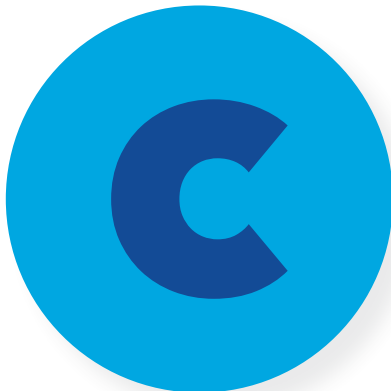
As a sponsor, you can be active and visible by supporting your team and championing the change. Build enthusiasm and manage resistance by providing resources, participating in change activities, and responding and listening to impacted groups. Help set the direction of the change for your team – and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



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.



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.