# **Sponsor Selection**

## SELECTING A SPONSOR

Sponsors are ambassadors of change. Primary sponsors are usually senior- or executivelevel leaders in an organization for district-wide initiatives. The most effective primary sponsors provide a full spectrum of supports, from credibility to benefits:





**CREDIBILITY** 

Establish trust and legitimacy for the change initiative



**RESOURCES** Authorize necessary funding and resources to support the change

#### COMMITMENT

Actively participate in meetings, decisions, and communications



# **OVERSIGHT**

Provide high-level oversight and have significant influence

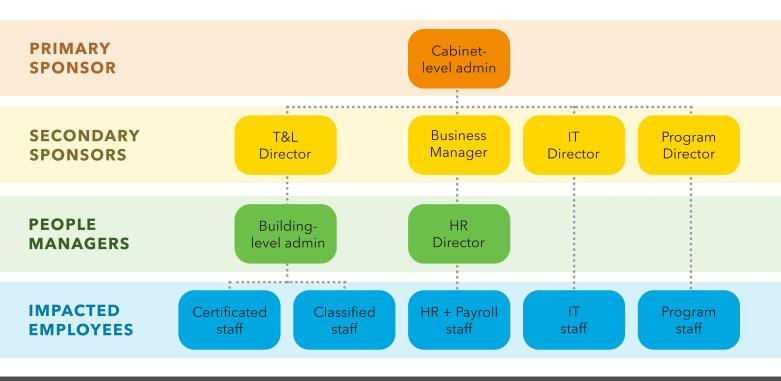


**BENEFITS** 

Ensure the intended benefits of the change are achieved

### **BUILDING A COALITION**

No matter what your coalition looks like, the participation of primary and secondary sponsors, people managers, and impacted employees is essential to change! For example:



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