

Sponsor Selection

SELECTING A SPONSOR

Sponsors are ambassadors of change. Primary sponsors are usually senior- or executive-level 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:

PRIMARY SPONSOR

Cabinet-level admin

SECONDARY SPONSORS

T&L Director

Business Manager

IT Director

Program Director

PEOPLE MANAGERS

Building-level admin

HR Director

IMPACTED EMPLOYEES

Certificated staff

Classified staff

HR + Payroll staff

IT staff

Program staff