Executive sponsorship tops the list

According to data from the 2005 Change Management Best Practice Report, active and visible executive sponsorship is the number one contributor to change management success. This tutorial provides the framework for your sponsorship roadmap and gives you more insight from the 2005 Change Management Best Practices Report about the most effective action taken by executive sponsors.

Active and visible executive sponsorship is the number one contributor to success. Effective communications ranks third. Are you curious about the second ranked success factor? Stay tuned to upcoming tutorials as Prosci releases study highlights to help you effectively manage change.

Note: The 2005 Change Management Best Practice Report will be finalized and available in May 2005.

Creating your sponsorship roadmap

A sponsor roadmap (see template below) identifies the key activities and responsibilities of your primary sponsor and other business leaders who are needed to support the change. It is organized by phase of the project. One of the key roles of the change management team is to create identifiable actions that senior managers can do to sponsor the change. Below, 2005 Report data provides a list of the most effective identifiable actions.

Preparing your sponsor

Below are three "how to" action steps for the change management team to follow when preparing the primary sponsor:

1. Prepare a roadmap for your primary sponsor using the template provided below.

2. Provide the primary sponsor with this plan. Also provide the primary sponsor with sponsor checklists organized by the target audience and timing for the change. Complete checklists can be found in the Change Management Toolkit (hardcopy) or Change Management Pilot (online version).

3. Facilitate and assist the sponsor in completing activities in the sponsor roadmap and completing items on the checklist. The change management team will be an ongoing aide to the primary sponsor to:

- Provide support to the project team.
- Develop management sponsorship with critical sponsors and the leadership team (sponsor assessment results done in Phase 1 are used to support this step, sponsor assessments can be found in the Change Management Toolkit or Change Management Pilot.
- Provide direction and create awareness with employees.

2005 Report Data - Identifiable actions for sponsors

- Attend project-related meetings.
- Kick-off special events and training sessions.
- Track progress of the team.
Primary sponsor roadmap template

Note: The change management team should view their role with the primary sponsor similar to that of an executive assistant that schedules events, prepares for the event, prepares the sponsor and facilitates the successful outcome of each activity. Use sponsor checklists to help prepare this plan.

<table>
<thead>
<tr>
<th>Target group</th>
<th>Activity</th>
<th>Date/Time</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>with the project team</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>with executive managers and sponsors</td>
<td></td>
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<tr>
<td>with employees</td>
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</tbody>
</table>
Resource guide

Benchmarking Reports and Toolkits

**Best Practices in Change Management:** 288 companies share experiences in managing change and lesson on how to build great executive sponsorship. Includes success factors, methodology, role of top management, communications, team structure and more. The report makes it easy to learn change management best practices and discover the mistakes to avoid when creating executive sponsorship.

**Change Management Toolkit:** a comprehensive change management process, including templates, worksheets, assessments, checklists and guidelines - a must have for change management team members and consultants.

**Change Management Guide for Managers and Supervisors:** a guide specifically designed for managers and supervisors dealing with change - complete with team and individual coaching activities, best practices findings and frequently asked questions.

Books and Resources to distribute

**Change Management: the people side of change:** a solid foundation in change management perspectives, theories, activities and practices.

**Employee’s Survival Guide to Change:** answers questions most employees are unwilling to ask and uncovers what it takes to survive and thrive in today’s changing workplace. Employees will learn the ADKAR model and become effective change agents, instead of difficult change barriers.

Online tools

**Change Management Pilot:** a fully electronic version of Prosci’s popular change management toolkit with templates, worksheets, assessments, checklists, eLearning modules, ready-to-use presentations and guidelines.

**Change Management Pilot Professional:** a fully electronic version that combines the Change Management Pilot with the Change Management Guide for Managers and Supervisors and Employee’s Survival Guide - a combination that allows you to reach each level of the organization.