



## SPONSOR START-UP CHECKLIST

Use this checklist as a starting point for your sponsor at the start of a project.

### AUDIENCE: PROJECT TEAM

- Select the best project leader and team members; include resources with change management expertise
- Provide necessary funding for the team, including training for all team members on change management
- Set priorities related to day-to-day work vs. project work to allow adequate team member participation
- Help the team understand the critical business issues or opportunities that must be addressed; provide clear direction and objectives for the project; describe what success will look like
- Be directly involved with the project team:
  - Set expectations
  - Review key deliverables and remove obstacles
  - Take ownership for success of the project
  - Hold the team accountable for results

### AUDIENCE: EXECUTIVE MANAGERS AND SPONSORS

- Enlist the support of executive managers and create a support network
- Create change advocates within the leadership team
- Create a steering committee of key sponsors to monitor progress
- Educate senior managers about the business drivers for change and the risks of not changing
- Work directly with managers who show early signs of resistance
- Provide training on change management for senior managers
- Establish change activities that the leadership group is responsible for completing
- Define accountabilities for mid-level managers

### AUDIENCE: EMPLOYEES

- Communicate with employees
- Be proactive, vocal and visible
- Communicate frequently, including face-to-face
- Listen and be open to dialogue and resistance
- Tell employees what they can expect to happen and when
- Understand the organizational culture and beliefs
- Repeat key messages over and over again
- Share plans with customers and suppliers
- Show project milestones and provide progress updates



# PRIMARY SPONSOR PLAN TEMPLATE

Use the template below to outline the activities your sponsor needs to complete with each target group, including when these activities need to take place, and any notes you and the sponsor need to be aware of about how each group is impacted by and perceives the change.

Target group	Activity	Date/Time	Notes
Project Team			
Executive Managers and Sponsors			
Employees			

**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.



## Why Prosci® Change Management training?

Whether you are new or experienced in the field of Change Management, Prosci will provide you with a structured approach to effectively manage the people side of change.

## What makes the Prosci Change Management approach unique?

- ▶ A holistic approach that integrates both the individual and organisational aspects of change
- ▶ A clear framework, effective for any type or size of change
- ▶ Practical, easy-to-use eToolkit for practitioners with tools, templates, assessments and checklists
- ▶ Contextualised training; assessing and building change management plan for real projects

\* Prosci's research has shown that projects with excellent change management are:

**6x** more likely to meet or exceed their objectives

**5x** more likely to be on schedule

**2x** more likely to be under budget

\* Prosci® Best Practice Research 2018



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The ADKAR Model is a framework for understanding change at an individual level.

The Model addresses each of the ADKAR factors: *Awareness, Desire Knowledge, Ability and Reinforcement* so that we can successfully employ it to facilitate individual change.

### Contact us

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## Why CMC, to help build your Change Management capability?

Owned and managed by Change Practitioners, CMC is licensed to deliver Prosci Change Management Training worldwide. Our courses are delivered by highly qualified instructors who also have practical experience in change, programme and project delivery.



CMC's Prosci Certification training has been approved by the Association of Change Management Professionals®

CMC offers a wide range of change management training, advisory and support to suit you and your organisations needs:

- ▶ *Prosci Change Management Practitioner Certification* course for change professionals
- ▶ *Workshops* for sponsors, managers, project teams and employees
- ▶ Advanced training for change professionals, including *Enterprise Change Management Boot Camp, Experienced Practitioner, Train-the-Trainer* and other applied learning support
- ▶ A range of complementary *workshops* designed to support and progress your change projects
- ▶ Advisory support, coaching and flexible access to change management expertise

## Locations

- ▶ CMC is the sole provider of public training across the UK & Ireland, Italy and Singapore
- ▶ Private courses can be facilitated on a client site or at a venue of choice, anywhere in the world

“It's been 3 days of light bulb moments!”

Rachel Vipond  
Portfolio Manager, Ishoni

## The Prosci Change Management Methodology

- Draws upon continual field research with more than 4.500 participants worldwide
- The most widely used change management methodology in the world
- Based on Prosci's 3-Phase Change Management Process as a leading framework for managing the people side of change:
  - Phase 1: Preparing for change
  - Phase 2: Managing change
  - Phase 3: Reinforcing change