

Sponsor Diagram

Sponsor Definitions

The **Business Sponsor** is responsible for the business side of change. This entails communicating directly with people in the business about the reasons for change and how they will be impacted, as well as ensuring the final products of the program satisfy the business needs. (This role may also be called the Managing Sponsor or Program Sponsor.)

The **Technical Sponsor** champions the technical work associated with a project. They support the Project Manager (PM) in the technical components of the project, and once the project is complete, usually do not remain with the change effort for the entire program. (This role may also be called the Project Sponsor or Operational Sponsor.)

The **Executive Sponsor** is the final decision maker or tie-breaker and frequently is at the top of the organizational pyramid. The executive sponsor is connected to the project/program but not usually immersed in its details.

The **Primary Sponsor** is the primary contact for the Organizational Change Manager (OCM) and works closely with OCM to communicate vision and reinforce key messages for the duration of the project. This sponsor may be any of the sponsor roles listed above.

Sponsor Diagram

Construction & Coding

Construction Instructions:

- 1) Build a Sponsor Diagram, starting with the “Primary Sponsor”, the person the OCM Lead resource will meet with on a regular basis to discuss the overall people readiness of the change initiative.
- 2) Fill in the names of all Business Sponsors, the people who are ultimately accountable for the people readiness inside specific departments or agencies.
- 3) Fill in the names of the Agency Directors to whom the Business Sponsors are organizationally aligned (not necessarily a direct report.)
- 4) Fill in the names of the Executive Sponsor and the Technical Sponsor.
- 5) The Primary Sponsor may be any of the sponsor roles, for example the Executive Sponsor might be the Primary Sponsor. Build the diagram to match the circumstances of your project.

Coding Instructions:

- 1) Next to each person’s name, assign a code, using the following guide:
 - Supportive = A, Neutral = B, Opposed = C
 - Previous sponsor experience = 1; No previous sponsor experience = 2
- 2) Use the codes to determine which sponsors need the most support and coaching in effective sponsorship and change leadership.

Sponsor Diagram Sample

