# 6 tactics to engage your
# PROJECT SPONSOR

## For Change Leaders Who Want Project Sponsors to Show Up and Shine

**SponsorMAX**

**NEXGEN INNOVATION CONSULTING**
Tranformative Change

### Make it Easy to Show Up

**1** Support your sponsor by preparing everything they need to be visible: draft talking points, coordinate appearances at key events like town halls or team meetings, create ready-to-use content so they can confidently step into the spotlight.

### Communicate Regularly

**2** Maintain a consistent rhythm of updates that are clear, concise and business-focused. Keep your sponsor informed without overwhelming them, using language that translates technical progress into strategic impact.

### Involve Them Early

**3** Engage your sponsor from the very beginning so they can shape direction, build ownership and align the project to broader business goals. Early involvement makes them a true partner, not just a sign-off at the end.

### Connect the Project to Strategy

**4** Always frame the project in terms of what it enables for the organisation. Show how it supports key priorities and explain how benefits will be realised, this keeps the project relevant to their agenda.

### Provide a Role Roadmap

**5** Clarify what is expected of your sponsor at each stage. Offer examples of effective sponsorship and provide guidance to help them confidently fulfil their responsibilities across the lifecycle. For guidance, check my website.

### Give Feedback and Celebrate Success

**6** Let your sponsor know the difference they are making. Reinforce their influence by highlighting how their involvement is helping outcomes, and take time to acknowledge success together, both big and small.