### 6 tactics to engage your





# **PROJECT SPONSOR**

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

#### Make it Easy to Show Up

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

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**

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 Strategu

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

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.



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.





### SponsorACTION™ Framework in Practice:





## **PROJECT SPONSOR**

**Role, Mindset and Actions** 

Coaching

SPONSOR ACTIONS

SPONSOR MINDSET

Leadership

SPONSOR ROLE

Vision Ownership

Strategic Alignment

Governance Oversight

Business Case Champion

Benefit Realisation

**Escalation Point** 

Approachability

Is the

change under control?

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Am I leading the way for the team?

Has the change been set up to ensure

it is successful?

Is there a clear vision and case for change?

Am I ready to drive out the benefits of the change?



Appreciation of Delivery

Realities