

# CUSTOMIZATION GUIDELINES – SPONSOR ROADMAP

The location in the Risk Grid impacts how to customize your plans.

Category	Medium Risk: Change Resistant	High Risk
<b>Level of Sponsorship (Organizational Hierarchy)</b>	Senior Manager and above.	Executive level.
<b>Change Management Team and Coalition Support</b>	On going coaching on critical sponsorship role, bi-weekly engagement with change team focus on building Awareness and Desire, bi-weekly engagement with Sponsor Coalition members linked to clear accountability. Ongoing support and assessment of Sponsor competency.	On-going coaching on critical sponsorship role, bi-weekly engagement with change team focus on building Awareness and Desire, Bi-weekly engagement with Sponsor Coalition members linked to clear accountability. Ongoing support and assessment of Sponsor competency.
<b>Key Focus Areas of Sponsor</b>	Focus on resistance prevention and proactive resistance management, as a coach, building capability and equipping leadership and middle management to coach and manage resistance, applying ADKAR and the 10 Tactics to breakdown resistance.	Focus on resistance prevention and proactive resistance management, applying ADKAR, utilizing 10 tactics as necessary.
<b>Adherence to Sponsor Checklist</b>	Targeted adherence to the Sponsor Checklist, focusing on Awareness and Desire with early attention given to appropriate reinforcers necessary to insure the change will continue. Reference Prosci Best Practice Sponsor Activity Model.	Strict Adherence to Sponsor Checklist, strong feedback loop with project management and CM, engaging Sponsor Coalition members consistently with clear accountability. Reference Prosci Best Practice Sponsor Activity Model.
Category	Low Risk	Medium Risk: Radical Change
<b>Level of Sponsorship (Organizational Hierarchy)</b>	Mid level Management.	Mid Level Management.
<b>Change Management Team and Coalition Support</b>	Provide resources, guidance and follow-up on specific requests for active and visible engagement.	Hands on support building the Sponsor Coalition, accessible to CM team to participate in key communications and available upon request to engage with impacted groups.
<b>Key Focus Areas of Sponsor</b>	Focus on building a strong Sponsor Coalition , holding Sponsor Coalition members accountable for their role as leaders of change.	Focus on resistance prevention and proactive resistance management, as a coach, supporting Change Management capability development for Leaders and Managers. Applying ADKAR and the 10 Tactics to breakdown resistance.
<b>Adherence to Sponsor Checklist</b>	As requested by Change Management Team. Reference Prosci Best Practices Sponsor Activity Model.	Targeted adherence to the Sponsor Checklist, focusing on Awareness and Desire with early attention given to appropriate reinforcers necessary to insure the change will continue. Reference Prosci Best Practice Sponsor Activity Model.