Sponsor & Key Influencer Plan Description

The Sponsor & Key Influencer plan identifies sponsors and key influencers whose active support is required for project success. We seek to identify individuals with a high degree of organizational influence and help the project navigate the change journey.

The plan will define key responsibilities for sponsors and key influencers to align them to drive the organizational changes needed for success.

# Helpful Hints

* Research has correlated a sponsor's active participation in the change effort with the initiative's positive outcome.
* Align with sponsors and key influencers on what the project expects of them to dedicate enough time.
* The activities of the Sponsor and key influencers should be adjusted over the course of the project to ensure their actions match the desired outcomes.

# Instructions

1. Use the Sponsor & Key Influencer Plan to identify the Authorizing Sponsor, Reinforcing Sponsors, and Key Influencers for the project:
   * 1. An Authorizing Sponsor is an individual (one person) with the authority, resources, and accountability to make the change happen.
     2. Reinforcing Sponsors are leaders that are responsible for moving their teams up the Commitment Curve. They are ultimately responsible for the sustainment of the change within their workgroup.
     3. Key Influencers are advocates of the change and can be found in roles outside of the impacted department or function. These individuals may be at different levels within the organization and work as catalysts to influence others to adopt the project's changes.
2. NOTE:
   1. You will identify stakeholders and audiences as part of the Stakeholder Analysis.
   2. Continue to update the Sponsor & Key Influencer plan during the entire lifecycle of the project. Be sure to monitor the Sponsor & Key Influencers' mindsets to revise the change plans as necessary.