Sponsor & Key Influencer Plan Template

# Purpose

The Sponsor & Key Influencer plan identifies sponsors and key influencers whose active support is required for project success. The plan will define key responsibilities for sponsors and key influencers to align them to drive the organizational changes needed for success.

# Directions

1. You will likely know the authorizing sponsor when you begin the project. Next, identify Reinforcing Sponsors (BU/Function Sponsors) and Key Influencers.
   1. 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 are 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 changes introduced by the project.
2. Most Authorizing & Reinforcing Sponsors will be engaged via the Steering Committee and other project updates. Map out additional engagement activities to ensure they are building support through their organizations.
3. Determine who on the project team can meet with them (at least monthly) to provide additional updates on people-related concerns and to check/adjust the change management plans for their teams.

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| **NAME** | **ROLE** | **ORGANIZATION** | **RELATIONSHIP OWNER** | **ADDITIONAL ACTIONS / TIMING** |
|  | (Authorizing Sponsor) |  |  | * Meet monthly to check/adjust change management plans |
|  | (Reinforcing Sponsor)  (Function Sponsor) |  |  |  |
|  | (Key Influencer) |  |  |  |

# Helpful Hints

* This plan should be created and updated for all sponsors throughout the project plan.
* Should include very specific issues with definitive timing considerations.