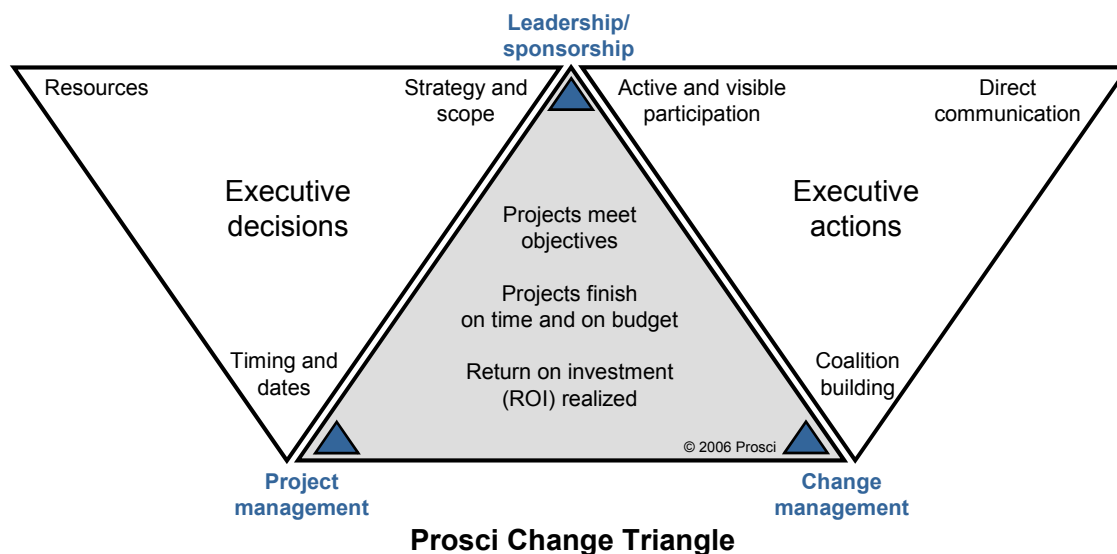


Executive role in managing change



At the onset of a new project, the executive sponsor should ask:

1. What is our **project management** readiness?
2. What is our **change management** readiness?
3. Am I ready to **sponsor** this change? (see Prosci's Sponsor Competency Assessment)

Key roles on the project-side of the change (project management):

1. Define the **scope, resources** and **schedule** that are needed to align with the business strategy and objectives.
2. Resolve project issues by **balancing** scope, resources and project dates.
3. Help set **priorities** between this project and **competing** projects or day-to-day operational commitments.

Key roles on the people-side of the change (change management):

1. Communicate **directly** with employees; share why the change is happening, the risks of not changing and align the change with the overall direction of the business; repeat these messages through multiple communication channels including face-to-face interactions.
2. Build a sponsorship **coalition** that reinforces the awareness message at all levels; enable peers, direct reports and managers to communicate the reasons for change to their employees such that a consistent message is finding its way throughout the organization.
3. Participate **actively** and **visibly** throughout the entire change process; stay engaged with the project team; collect feedback from employees using ADKAR assessments.

Prosci offers 4-6 hour executive briefings that address why sponsorship is so important and how to be a good sponsor utilizing research-based, easy-to-use and holistic models. In addition, Prosci offers tools and training for change management practitioners for building change management strategies and plans. Visit www.change-management.com or call 970-203-9332 for more information.