Sponsor Network Roadmap

A Sponsor Roadmap details the actions that organizational executives need to take to fulfill their role in the change management process.
The roadmap is very important to making sure that your team gets the necessary support from senior leadership to ensure a successful implementation of the change management program.

Sponsor Name:	Sponsor Network
Project Name:	UKG 2022

Critical Action	ADKAR Focus	Priority	What is needed from Sponsor?	Date(s)	Comments	Collateral
Socialize Elevator Pitch	Awareness	HIGH	Send initial message (video preferred) to all change champions announcing the project, why this change is happening (now), and risk of not changing. Use elevator pitch message with other senior leaders "around the watercooler." Have elevator pitch handy to start informal conversations with others before meetings, during downtime, phone calls, etc.	One communication in May-June 2021	Email with video message preferred- sent to all change champions at first.	Elevator Pitch Handout
Attend Kickoff with Champion Network of Key Influencers (30 minutes)	Awareness	HIGH	Meet with Change Champions to communicate the Why, what, and clarify roles and expectations & priorities for the change to be successful. Listen to and share feedback with this team regularly.	One Time Meeting week of June 14, 2021.	Get on agenda at already scheduled meetings preferred. This should extend into go-live period.	Talking points for Sponsor
Attend Monthly Meetings with Champions (30 minutes)	Awareness	MEDIUM	Feedback meetings around go live with the champions. Sponsors are highly encouraged to attend to keep encouraging feedback and actively support the change champions. Solicit and review/listen to management feedback. Review survey results and feedback received during rollout period and acknowledge feedback on meetings - contribute to resistance management tactics	Monthly Meetings Starting in December 2021-June 2022	Around go live and beyond	Meeting invite sent to Sponsors.
Build Awareness of the Project by Cascading messages down *(through champions)* to all employees	Awareness	HIGH	Send initial message (video preferred) to all managers and employees announcing the project, why this change is happening (now), and risk of not changing.	One Time Message sent by July 2, 2021	Email with video message preferred cascaded down to managers, who then cascade down to employees. Link to website included.	Email Template with Link to Website
Sent Mid-project to All Troon Employees	Reinforcement	MEDIUM	Communicate project milestones completed thus far and provide a brief project update. **Reinforce the importance of this project and expectations for participating in readiness activities** and share how to provide feedback	One Time Message sent by October 15, 2021	Cascade and reinforce through change champion network. Email template with talking points (to be developed closer to Training phase)	Email Template with Link to Website
Send Congratulations message to All Troon Employees	Reinforcement	HIGH	Communicate successes with first payroll run, provide update using success metrics, thank everyone for their help in making this a success, reinforce expectations for post-live participation, and how to provide feedback (Video Message)	One Time Message right after first successful payroll close (January 2022)	Cascade and reinforce through change champion network. This comm is sent once after go live. Need success metrics from payroll, change leads draft message and provide to sponsors- adapt to brand per rollout project plan	Video script - provide ppt deck with success metrics