

Sponsoring Change: Executive Change Leadership in Action

A PROCLIPSE PROPRIETARY PROGRAM POWERED
BY PROSCI® RESEARCH



PROGRAM OVERVIEW

The Sponsoring Change program equips executives and sponsors with the practical skills and leadership capabilities needed to lead change effectively – moving beyond theory into real-world application.

This program blends Prosci's global research with ProClipse's GCC expertise, using hands-on exercises, real scenarios, and practical frameworks to build sponsor proficiency and strengthen executive change leadership.

THE THREE CRITICAL SPONSOR ROLES (ABC of Sponsorship)

1. Active and Visible Sponsorship
2. Building a Coalition of Support
3. Communicating Directly with Employees

WHO SHOULD ATTEND?

- Change Sponsors
- Executive Sponsors and Senior Leaders
- Change Practitioners and Project Managers
- Organizational Development Professionals

Prerequisite: Prosci's Sponsor Briefing is highly recommended.



DELIVERY METHODS

- Modular format: Each module is 1–2 hours, scheduled flexibly to accommodate leaders' calendars.
- Practice-based: Participants apply learning on live projects between sessions, returning for Q&A and deeper skill-building.
- Accelerated option: Full-day intensive available for organizations requiring rapid deployment.

TOOLS & TAKEAWAYS

- Sponsor engagement checklists
- Influence–Power Matrix template
- Coalition engagement planner
- Sample communication scripts and storytelling framework

WHY SPONSORSHIP MATTERS

Active and visible sponsorship is the #1 contributor to change success across 25 years and 12 global Prosci studies. Prosci research also shows that 52% of sponsors are rated by their teams as having only "some to no understanding" of their role in managing the people side of change. One of the most common failures is the inability to build and sustain a strong coalition of support.

LEARNING OUTCOMES

After completing this program, participants will be able to:

- ✓ Demonstrate active and visible sponsorship throughout change
- ✓ Build and sustain an effective sponsor coalition using the Influence–Power Matrix
- ✓ Communicate vision, urgency, and outcomes with impact and credibility
- ✓ Address resistance, align stakeholders, and maintain momentum
- ✓ Apply the learning to real projects, using practical tools and templates

POST-WORKSHOP SUPPORT

- One-on-one executive coaching
- Communication clinics for sponsors
- Sponsor alignment meeting facilitation
- 60-minute refresher VILT session (90 days post-training)

Ready to Lead Change with Impact?
Schedule a discovery call with our team to discuss your organization's needs.



PROGRAM MODULES

Module 1

Setting the Stage – The Role of Sponsors in Change

- Why sponsorship is the #1 success factor (Prosci research recap)
- The 3 critical sponsor roles (Prosci's ABC of Sponsorship)

Module 2

Visibility, Presence, and Influence

- The leadership shadow: presence over words
- Building trust through consistency

Module 3

Understanding Influence and Power in Organizations

- Positional vs. Personal (influence, expertise, trust)
- Mapping stakeholders: influence vs. interest vs. authority
- Influence-Power Assessment

Module 4

Building the Right Sponsor Coalition

- Sponsor coalition members' key qualities
- Coalition diversity: across business units, geography, hierarchy
- Coalition readiness and attitudes
- Using the Influence-Power Matrix to select the right mix

Module 5

Activating the Sponsor Coalition

- Clarifying roles and expectations
- Common challenges (misalignment, turf wars, passive members)
- Tips for gaining commitment and sustaining engagement

Module 6

The Executive's Role in Change Communication

- Leadership messaging vs. project messaging
- Case in point: when leadership silence leads to failure
- Crafting messages employees need to hear
- Building clarity and urgency through people-centered communication

Module 7

Cascading the Message with Intention

- Aligning with middle managers
- Tools for effective message cascade

Module 8

Communicating Through Resistance and Uncertainty

- Emotional responses to change (ADKAR® lens)
- Active listening and empathetic framing

Module 9

Strategic Storytelling for Change

- Why stories drive adoption
- Elements of a compelling change story



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