

# How to Enlist, Engage, and Empower Your Sponsors (page 1)

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## ENLIST

Takeaway: Crafting a compelling case to gain sponsor buy-in and commitment leveraging context and language

Context notes

Language notes

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Your compelling case:

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## ENGAGE

Takeaway: Building a symbiotic relationship to drive results and outcomes through adoption and usage

Have

Don't have

Sponsors

Practitioners

	Have	Don't have
Sponsors		
Practitioners		

# How to Enlist, Engage, and Empower Your Sponsors (page 2)

## EMPOWER

Takeaway: Crossing the bridge from “to sponsor” (an action) to “your sponsor” (a person)

### ADKAR® Assessment for “effectively sponsoring change”

ADKAR:	Score (1-5)	Action Steps:
A		
D		
K		
A		
R		

### Quick Sponsor Competency Assessment

Role:	Score (1-5)	Action Steps:
Actively and visibly participate throughout		
Build and maintain a healthy coalition		
Communicate directly with employees		