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Your Guide to the SponsorACTION Framework

Guiding Sponsors to Take Targeted Actions That Lead to Project Success



Hello From Muriel Barre

Dear Reader,

Welcome to Your Guide to the SponsorACTION Framework. I am thrilled to share this FREE resource with you, designed to empower project sponsors like you to navigate the complexities of sponsorship with confidence and clarity.

As a transformation expert with over 25 years of experience delivering large-scale, high-impact projects in regulated industries, I have seen firsthand the difference that effective sponsorship can make. From stabilising struggling projects to driving strategic alignment, I have worked alongside incredible sponsors who inspired teams, championed change, and achieved remarkable results, often under challenging circumstances.

However, I have also seen the other side: capable leaders tasked with sponsorship roles but left unsupported, unsure of where to begin, and overwhelmed by the responsibilities they face. That is why I created the SponsorACTION Framework - to provide a practical roadmap for sponsors to lead with intention, make informed decisions, and deliver projects that truly succeed.

This e-book is just the beginning. To take your capabilities further, explore my Mastering Project Sponsorship online masterclass, where you will find the tools, insights, and support to excel in your sponsorship journey.

Let us work together to turn challenges into opportunities and projects into successes.

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Muriel Barre Founder & Director



Why SponsorACTION Matters

Project sponsors are pivotal to delivering successful change initiatives. However, many sponsors face significant challenges, including misaligned visions, insufficient resources, poor stakeholder engagement, and unclear governance structures. These challenges often result in projects failing to deliver their intended value.

Without a structured framework to guide their actions, sponsors may struggle to navigate the complexities of their role. The **SponsorACTION Framework** is designed to address these gaps by providing a practical roadmap for sponsors to drive project success. It equips you with the tools and insights to lead with clarity, confidence, and impact. Whether you are an experienced sponsor or new to the role, this framework offers actionable strategies to elevate your sponsorship capabilities and deliver tangible results.

How The SponsorACTION Framework Helps:

- Provides a structured approach to project sponsorship.
- Bridges the gap between strategic goals and operational realities.
- Aligns seamlessly with the **Mastering Project Sponsorship online masterclass**, offering further resources and support to transform your approach.

Research consistently highlights that effective sponsorship is one of the most critical factors in achieving project success. Misaligned visions and unclear governance are two of the top reasons why change projects fail.



The SponsorACTION Framework Explained

The SponsorACTION Framework is a structured approach to empowering project sponsors. It focuses on five pivotal questions that guide sponsors through key decision-making points and ensure alignment, control, and successful outcomes.

Below is a visual representation of the framework, outlining the five pivotal questions and the key actions required to address each one.

SponsorACTION Framework@ guiding sponsors to take targeted actions that lead to project success

[1] Is there a clear vision and case for change understood by all?

- All stakeholders, particularly those affected, must comprehend the necessity for change.
 When there is consensus on the vision, the
- business is more inclined to provide support. 3.Securing buy-in from the senior team, especially from your peers, empowers teams to rally behind the change effort.

[3] Is the change under control?

- Breaking down delivery into manageable segments is crucial to ensure the plan remains realistic and attainable.
 The adage "what's measured is managed" underscores the importance of clearly defining and tracking milestones.
- Transparency in progress allows for effective monitoring. 3. Taking the time to comprehend obstacles and collaborating with the team to eliminate them is key.
 - 4.It's imperative for the team to proactively identify risks, take measures to mitigate them, and maintain control.



[5] Are you ready to drive out the benefits of the change?

- Readiness is key. Operational responsibilities must be clearly defined for the change to be effectively implemented once live. Staff must be trained and support system be in place.
- 2.Ensure implementation is rigorously planned.
- 3. Motivate the team and maintain visibility.
- 4. Establish a transparent plan for realising benefits and monitor their achievement post-implementation.



[2] Has the change been set up to ensure it is successful?



When direction and decisions are made by the appropriate individuals, encountering roadblocks is less probable. The design of the target solution should be meticulously defined to avoid implementation issues and guarantee its long-term practicality and sustainability.

3.All business areas affected must receive sufficient budget and resources to prevent unforeseen issues due to resource shortages.

[4] Are you leading the way for the team?

- You should champion the big picture across the business to ensure everyone understands and supports the team implementing the change. Concentrate on communicating the journey and maintain engagement. Your energy is key.
- 2.Foster constructive challenge, and prevent negatively and blame from gaining traction.
- 3. Encourage ideas from the team and maintain visibility and approachability.
- Recognise achievements along the way.

Effective sponsorship is the cornerstone of project success. By adopting the SponsorACTION Framework, you are not just supporting your projects - you are driving meaningful change and creating lasting value.



Navigating the Five Pivotal Questions

At the heart of the SponsorACTION Framework are five critical questions that every sponsor must address:



1. Is there a clear vision and case for change understood by all?

- All stakeholders, particularly those affected, must comprehend the necessity for change.
- When there is consensus on the vision, the business is more inclined to provide support.

- Securing buy-in from the senior team, especially from your peers, empowers teams to rally behind the change effort.

Vision



2. Has the change been set up to ensure it is successful?

- When direction and decisions are made by the appropriate individuals, encountering roadblocks is less probable.

- The design of the target solution should be meticulously defined to avoid implementation issues and guarantee its long term practicality and sustainability.

- All business areas affected must receive sufficient budget and resources to prevent unforeseen issues due to resource shortages.

Set Up



Navigating the Five Pivotal Questions



3. Is the change under control?

Breaking down delivery into manageable segments is crucial to ensure the plan remains realistic and attainable.
The adage 'what's measured is managed' underscores the importance of clearly defining and tracking milestones.
Transparency in progress allows for effective monitoring.
It's imperative for the team to proactively identify risks, take

Measure



measures to mitigate them, and maintain control.

- You should champion the big picture across the business to ensure everyone understands and supports the team implementing the change.

- Foster constructive challenge, and prevent negativity and blame from gaining traction.

- Encourage ideas from the team and maintain visibility and approachability.

- Recognise achievements along the way.







Navigating the Five Pivotal Questions



Readiness

5. Are you ready to drive out the benefits of the change?

- Readiness is key. Operational responsibilities must be clearly defined for the change to be effectively implemented once live.

- Ensure implementation is rigorously planned.
- Motivate the team and maintain visibility.
- Establish a transparent plan for realising benefits and
- monitor their achievement post-implementation.

The SponsorACTION Framework equips sponsors with the tools and knowledge needed to navigate the complexities of project sponsorship effectively.

By addressing the pivotal questions outlined in this eBook, you can ensure that your projects deliver value and achieve success.

The journey does not end here.

Take your skills to the next level with our **Mastering Project Sponsorship online masterclass**. Join the Masterclass Today!

Visit <u>www.nexgeninnovationconsulting.com</u> to enrol and begin transforming your sponsorship journey. Together, we can ensure your projects deliver the results that matter.



Bringing SponsorACTION to Life

Case Study: From Vision to Value

One of our clients, a senior sponsor in a multinational organisation, struggled to align their project team with the company's strategic objectives.

Using the SponsorACTION Framework, they:

- Clarified the project's vision and secured executive buy-in.
- Improved resource allocation, reducing project delays by 25%.
- Realised measurable benefits within 12 months, exceeding expectations.

You can achieve similar results by applying the lessons in this guide and exploring the practical exercises in the **Mastering Project Sponsorship online masterclass,** you can join at <u>www.nexgeninnovationconsulting.com.</u>



Resources and Templates

To implement the SponsorACTION Framework effectively, sponsors need practical tools and templates.

Below are some resources to help you apply the framework in real-life scenarios:

Vision Alignment Template: Ensure a clear and unified vision for your project that resonates across all stakeholders. RACI Matrix Template: Ensure clear roles and responsibilities in transformation projects. People Readiness Checklist: Helps organisations assess and improve their team's readiness for transformation.

Access these and many more templates at <u>www.nexgeninnovationconsulting.com</u>



Conclusion: Your Journey to Mastery

Effective sponsorship is the cornerstone of project success. By adopting the SponsorACTION Framework, you are not just supporting your projects - you are driving meaningful change and creating lasting value.

The journey does not end here. Take your skills to the next level with our **Mastering Project Sponsorship online masterclass**. This comprehensive course offers:

- Expert-led modules on sponsorship essentials.
- Personalised support to address your unique challenges.
- Practical tools and insights to ensure project success.

Join the Mastering Project Sponsorship Online Masterclass Today!

Join the masterclass Today! Visit <u>www.nexgeninnovationconsulting.com</u> to enrol and begin transforming your sponsorship journey.

Together, we can ensure your projects deliver the results that matter.



Mastering Project Sponsorship Online Masterclass



We look forward to helping you get to the top of your game as a sponsor and improve your organisation capability so you can steer change successfully!



