Evaluating Sponsors

SPONSOR COMMITMENT

1. How dissatisfied is the sponsor with the way things are?
2. Are the sponsor's goals for the change clear?
3. Does the sponsor believe that there is a real need for change?
4. Does the sponsor understand the long-term impact the change will have on the organisation?
5. Does the sponsor understand what people are being asked to change about the way they operate?
6. Does the sponsor understand how many people or groups will be affected by the change?
7. Does the sponsor understand what resources are needed for the change to be successful?
8. Is the sponsor willing to commit the resources needed for the change to be successful?
9. Does the sponsor publicly convey the organisation's strong commitment to change?
10. Is the sponsor willing to meet privately with individuals or groups to convey strong personal support for the change?
11. Will the sponsor use rewards and pressures to gain support for the change?
12. Will the sponsor ensure that procedures to track progress and problems are established?
13. Is the sponsor aware of the prices that must be paid for change to succeed?
14. Is the sponsor willing to make sacrifices to ensure the success of the project?
15. Will the sponsor show consistent, sustained support for the change?

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