

**Template:** Sponsors should tailor the case for change for their audience by

**1** answering the following guiding questions

**ACTIVATE SPONSORS**

<p>What excites your stakeholders the most about the change program?</p>	<p>What key messages can we leverage to build on that excitement?</p>
<p>What concerns your stakeholders the most about the change program?</p>	<p>What key messages can we leverage to mitigate those concerns?</p>