

# 1 Template: Sponsor role mapping

## IDENTIFY & ENROLL SPONSORS

### Instructions

**Beginning with each critical population group identified, map sponsors upwards to identify levels of leadership that need to be bought in for the change program.**

Sponsors are powerful change levers that organizations use to disperse information through trusted sources and to collect feedback from those on the front line.

Remember, sponsorship is not an appointment, but a function of being in line.

See "Identify and enroll sponsors" p. 211 for more information on sponsorship.

