

5 Actions for Change Sponsors to drive successful Transformations

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An active and supportive sponsor is one of the critical success factors in effective organizational transformation.

Enclosed are five key actions to take as a Change Sponsor to drive successful transformations.

01

Create a clearly defined vision and target state that is understood and can be articulated by you and other leaders

As a sponsor, you need allies across the organization.

Effective communication of a compelling vision for change by you and other leaders is crucial to ensure that your audience understands the key drivers and is willing to buy in to the transformation.

- ❑ Illustrate a vision for the change, define success criteria and align it with strategic objectives of the company.
- ❑ Help other leaders learn how to articulate and cascade the vision and target state, tailoring the “why” and “what’s in it for me” messages by audience groups.
- ❑ Collaborate with other leaders and stakeholders to identify and address gaps in leadership alignment.



02

Ensure that there is compelling messaging that explains the “why” and the “how”

This messaging serves as the foundation for a comprehensive engagement and communication plan to support the needs of the initiative/project.

Clear communication and transparency about the change are essential for keeping employees informed and engaged.

- ❑ Encourage your change management lead and project team to set up a workshop to develop the message that addresses the “why” and the “how”.
- ❑ Include compelling specifics of the “why” to resonate with the target audience and the “how” to help address worries and fears.
- ❑ Align on overarching key messages relevant for all, then break down additional details by audience.



03

Visibly champion the change and reinforce the vision in all your interactions and engagements with your teams

Your audience needs to see your commitment to the change and that you're in this together with them.

- ❑ Use all opportunities in town halls and other meetings to convey your support for the change.
- ❑ Make it personal, explain why it is important to you, and make the outcomes relevant for the audience.
- ❑ Demonstrate transparency about the change and what will happen next.



04

Tailor change management strategy to your organization's level of change readiness and maturity level

Avoid generic broad-brush change management plans, and instead focus on strategies that address your organization's greatest needs.

- ❑ Start by understanding your organization's level of change management maturity and tailor the approach to where your people are right now.
- ❑ Ask the change management team to consider other changes across the organization that impact employees.
- ❑ Ensure that there is a process in place to measure change readiness of the audience at different times throughout the project.



05

Make the employee experience a priority

Make employee experience the foundation of your transformation design process by involving employees and incorporating employee experience considerations throughout the design process.

By making the needs of your employees a visible priority throughout the execution of the transformation, you increase their investment in its success and improve the likelihood of it being sustained in the long-term.

- ❑ Ask questions about the employee experience (“what will they see when they open this?”, “How does this feel?”, “Is it intuitive?”) early in the design phase to let your teams know that this is an important consideration for you.
- ❑ Request that there is a process where real users test the new ways of working with the intent to collect feedback on their experience.
- ❑ Ensure there is a support system established to sustain the change, e.g., change networks.



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