**Executive Sponsorship Assessment**

**Description**

A tool for assessing the level of engagement and overall effectiveness of your project’s executive sponsor(s). It looks at a set of specific behaviors that are indicative of strong executive sponsorship.

**Purpose**

The purpose of the **Executive Sponsorship Assessment** is to provide the team with a snapshot of how effectively an executive sponsor is performing at a given point during the project’s lifecycle.

This tool can be useful in:

* Augmenting the **Change Diagnostic** to provide a more holistic view of the project’s overall health
* Surfacing areas of weakness where the project team can suggest ways for the sponsor to be more effective
* Identifying strengths so that the project team can encourage the sponsor to do more of the same to further the project’s objectives

**Timing**

The **Executive Sponsorship Assessment** can be administered during at any phase of the project’s lifecycle. It may be helpful to think of your project as having four quarters, and assessing your executive sponsor(s) at each of those quarters. Or, you may choose to administer this assessment at each of the project’s milestones.

Each result should be compared to that of the previous one to ensure the project is trending in the right direction. Best practice is to use the tool at regular intervals to keep the team focused on the performance of the sponsor, which is a critical factor to the project’s success.

**Steps**

1. Selectively choose a few project team members and key internal partners (e.g., HR, select Business Unit leaders) to complete the **Executive Sponsorship Assessment**, rating each *Sponsor Behavior* on a scale from 1 (No Evidence of Behavior) to 10 (Overwhelming Evidence of Behavior)
2. Average the results together and summarize the assessment scores
3. Facilitate a meeting of the core team to discuss the high and low assessment scores for each of the *Sponsor Behaviors*.
4. Analyze the results – where are there high ratings and where are there low ratings? Why are they high? Why are they low?
5. Develop an **Action Plan** to address those sponsor behaviors that should be leveraged more, as well as address the sponsor behaviors that require coaching for improvement

**Tips**

* The **Executive Sponsorship Assessment** can be politically sensitive, given that project team members are assessing the performance of senior leaders. If there is more than one sponsor for your project, you may want to complete one assessment for all of them (versus one for each of them). This is a less politically-sensitive way to conduct the assessment since the results will be a composite of all of the executive sponsors.
* If a sponsor isn’t performing up to par, use the items in the “As Evidenced By These Actions” section as a guide for coaching the sponsor about how to be more effective.
* Refer to the **Executive Sponsorship Assessment** behaviors as the team builds its **Action Plan** and carries out its work, to confirm that the team is covering its bases.