



# CHANGE

## ENABLEMENT

### PROSCI® EXECUTIVE SPONSOR BRIEFING

#### Program Overview

The Prosci Virtual Instructor-led Executive Sponsor Briefing provides senior leaders with the knowledge and ability to improve change outcomes for their organisation.

Effective executive sponsorship has been cited as the greatest contributor to successful change in all nine of Prosci's benchmarking studies—by a three to one margin. Yet, research shows that over half of executives do not understand the specific actions required to lead change effectively.

This online session, led by highly experienced instructor, leverages your organisation's current strategic change portfolio to demonstrate the critical connection between effective change management and achieving business results. We clarify the sponsor's role in times of change and provide a research-based, easy-to-use framework to enable your executives to become more effective change leaders.

#### Who Should Attend

This executive briefing targets senior executives and organisational leaders who are responsible for strategic initiatives and organisational performance.

#### Learning Objectives

Executives will:

- Understand how effective change management improves organisational results
- Clarify the role of senior leaders as sponsors in times of change
- Evaluate their current change portfolio to identify project and people-side risk
- Assess their own level of competency in sponsoring and leading strategic changes
- Learn how to position themselves and their projects for strategic success
- Learn immediately applicable tactics for becoming a more active and visible sponsor
- Explore best practices research on the connection between sponsorship, the people side of change and achieving organisational results
- Understand how to ensure adequate resourcing for change management at the initiative and project level
- Gain an appreciation for their role as a sponsor from a senior Prosci facilitator with executive experience to reinforce learning in a peer-to-peer context



