

Sponsor Evaluation Tool

"1" means the statement is true to an extremely small extent, never or not at all.
"4" means it is true to an average extent, or about normal in degree or frequency.
"7" means it is true to an extremely large extent, always or without fail.

1. The sponsor is dissatisfied with the way current things are.
2. The sponsor's goals for the project are clear.
3. The sponsor believes there is a real need for the project.
4. The sponsor understands the long-term impact the change will have on the organization.
5. The sponsor understands what people are being asked to change about the way they operate.
6. The sponsor understands how many people or groups will be affected by the project.
7. The sponsor understands what resources are needed for the project to be successful.
8. The sponsor is willing to commit the resources needed for the project to succeed.
9. The sponsor publicly conveys the organization's strong commitment to change.
10. The sponsor is willing to meet privately with individuals or groups to convey strong personal support for the change.
11. The sponsor will use appropriate rewards and pressures to gain support for the project.
12. The sponsor ensures that procedures to track progress and problems are established.
13. The sponsor is aware of all commitments that are required for the project to succeed.
14. The sponsor is willing to make sacrifices to ensure the success of the project.
15. The sponsor shows consistent, sustained support for the project.

divide by 105, multiply by 100 = Sponsor Factor (100 point scale)

10-34 High Risk/Danger
35-65 Moderate/Caution
> 66 Low Risk/Opportunity

Interpreting Sponsor Factor Scores



- **High Risk/Danger (10 - 34)**
 - Strengthen sponsorship
 - Identify alternative sponsorship
 - Prepare to fail



- **Moderate Risk/ Caution (35 - 65)**
 - The sponsor may have an intellectual commitment to the change but fail to grasp the full meaning of what is necessary for successful implementation
 - Sponsor support for the change could deteriorate rapidly and with little warning
 - A significant amount of time and effort will need to be invested in sponsor education and maintenance



- **Low Risk/ Opportunity (66 -100)**
 - Sponsor commitment is at the level necessary for successful change implementation
 - Extend sponsorship opportunities

See Englund & Bucero [*Project Sponsorship: Achieving Management Commitment for Project Success*](#) for more details