

Sponsorship Coalition Roadmap SAMPLE

(To be used in coordination with the Communication Plan)

Responsible	Audience	Activities	Delivery Method	Project Phase	Date
Lead Sponsor	Project Team	Develop the activities by which the sponsor will communicate with the Project Team.			
Promoters (Sponsors)	Activators	Identify actions that the sponsors (Promoters) will take with leaders/managers (Activators) to ensure support for the change objectives/activities.			
Activators	Stakeholders	Share the project objectives and key messages with employees. Reinforce these key messages at every opportunity. Tell them what they should expect to see happen and when, link changes to the vision and overarching theme of the project.			