

TEMPLATE 4

Executive Sponsor Worksheet

Sponsorship isn't about convincing. It's about finding the person with pain and budget.

Candidate: _____ Title: _____

Budget authority: Y / N / Partial Directly feels the pain: Y / N

Qualified if they...

- Have budget for a multi-year program
- Feel the pain personally (their metrics)
- Can resolve cross-department conflict
- Will say no to scope creep
- Will attend monthly steering (1 hr)
- Understand governance precedes technology
- Have credibility with peers and board

Disqualifying red flags

- IT-driven with no business sponsor
- Delegates to a VP
- "We need it because everyone has it"
- Expects IT to "make it work" without governance
- Won't attend governance meetings

The 30-second pitch

"We lose \$_____ /year to [pain]. I can solve it in _____ months for \$_____, but I need a sponsor who can settle ownership disputes between [Sales / Finance / Marketing]. Are you that sponsor?"

Yes → kickoff invite within 2 weeks.

"Sounds interesting, but..." → keep looking.