

## SATA Assessments<sup>1</sup>

### Sponsor Assessment

An Excellent Sponsor:

- \_\_\_1. Clearly communicates the both measurable and indirect goals, how they fit into the strategic direction of the business, and which areas will be impacted. Clarity here is tested by whether employees can accurately state the sponsor's goals.
- \_\_\_2. Asks for concerns about what may inhibit success, then paraphrase until the employee acknowledges that they are understood. Uses that data to put in place solutions when appropriate.
- \_\_\_3. Makes the change a priority with their direct reports and, whenever possible, measures their performance by its success.
- \_\_\_4. Organizes their direct reports, key change agents, and targets through appropriate structures to raise and resolve issues, and addresses gaps as needed.
- \_\_\_5. Provides the necessary resources (people, time, training, and equipment) to do the work, then monitors and adjusts as needed.
- \_\_\_6. Identifies conflict between individuals or other departments and intervenes to resolve them quickly.
- \_\_\_7. Insists on periodic follow up meetings where all accountable for tasks discuss what is and is not working.
- \_\_\_8. Is able and willing to deliver consequences both positive and negative.
- \_\_\_9. Speaks out appropriately and firmly to employees who question the legitimacy of the work or change.
- \_\_\_10. Drives the work until outcome goals are achieved through frequent and consistent monitoring, intervening as needed.

Rate each of the above questions on a scale of 1-10, 10 being high and 1 being low.

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<sup>1</sup> Adapted by Chris Crosby from Darryl Conner's book "Managing at the Speed of Change."