



The **STRATEGIC WORKPLACE ADVISORY GROUP** "SWAG"

...to help define a **workplace
modernization plan** for the future of work

GOALS

- ✓ Ensure client leadership is engaged
- ✓ Define Clear Vision
- ✓ Define Workplace Modernization Program
- ✓ Ensure GCworkplace fundamentals are understood
- ✓ Ensure a Change Management resource is identified



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Senior Workplace Strategist



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Team Manager



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Workpalce Strategist



Leadership commitment

Active and visible sponsorship is the single greatest contributor to the success of a project



Project Vision

An end state must be defined at the beginning of a project to achieve the desired results



Integrated project team

A core team of people who will bring the vision to life and ensure it is executed successfully

Why so much emphasis on sponsorship? Why now ?

New presentation material available!



Sponsorship Commitment and Responsibilities



Foundation for successful sponsorship

Executive sponsor the organization's senior leader who sets the vision, authorizes the change and is ultimately accountable

Project sponsor the leader who actively and visibly participates throughout the project & communicates with employees

As the role model for the project, the sponsor must **process the change to a point of acceptance** and move past any personal resistance before taking on sponsorship responsibilities.

By following the advice and guidance of the CM and PM, leadership can **minimize pushback**

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Main roles and responsibilities of sponsorship

Actively and visibly participate throughout the life of the project

Build a coalition of support

Communicate directly with employees

Executive sponsor	Project sponsor
<ul style="list-style-type: none"> Launch and communicate vision Lead by example and demonstrate the new way of working 	<ul style="list-style-type: none"> Get involved with the project team and provide clear directions and objectives. Be available to answer questions
<ul style="list-style-type: none"> Identify leaders with signs of resistance and work directly with them Use strong supporters for the change to influence those who are opposing and not openly supporting the change 	<ul style="list-style-type: none"> Build a coalition with peers involved in project delivery (HR, IT, etc.) Support the Executive Sponsor and their coalition as the project subject matter expert
<ul style="list-style-type: none"> Ensure that managers send a consistent message to impacted employees Communicate frequently with employees - Set expectations and communicate consequences 	<ul style="list-style-type: none"> Answer questions about the project and speak to employees' concerns - know who to reach out to for unknown answers Be open to receiving feedback and seek answers to questions not yet answered

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Why should you do this?

Research shows that active and visible sponsorship is **the number one contributor to success** of projects and employee experience

By **actively playing your sponsorship role** you will contribute to reducing employee resistance. This leads to:

- Greater employee adoption, satisfaction and competencies in the new ways of working
- Higher employee productivity and well-being which helps with sense of belonging to the organization

It will also contribute to the following government priorities:

- Equity, Diversity and Inclusion
- Accessibility
- Reconciliation
- Greening

Other costs of not getting involved include:

- re-design
- re-train
- re-schedule
- re-scope
- re-work
- re-evaluate

A **lack of active involvement** from the beginning will lead to **more work** down the road and **increased employee resistance** to the change.

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When should you get involved?

The biggest mistake sponsors make is failing to personally engage as the sponsor **throughout the lifecycle of the project.**

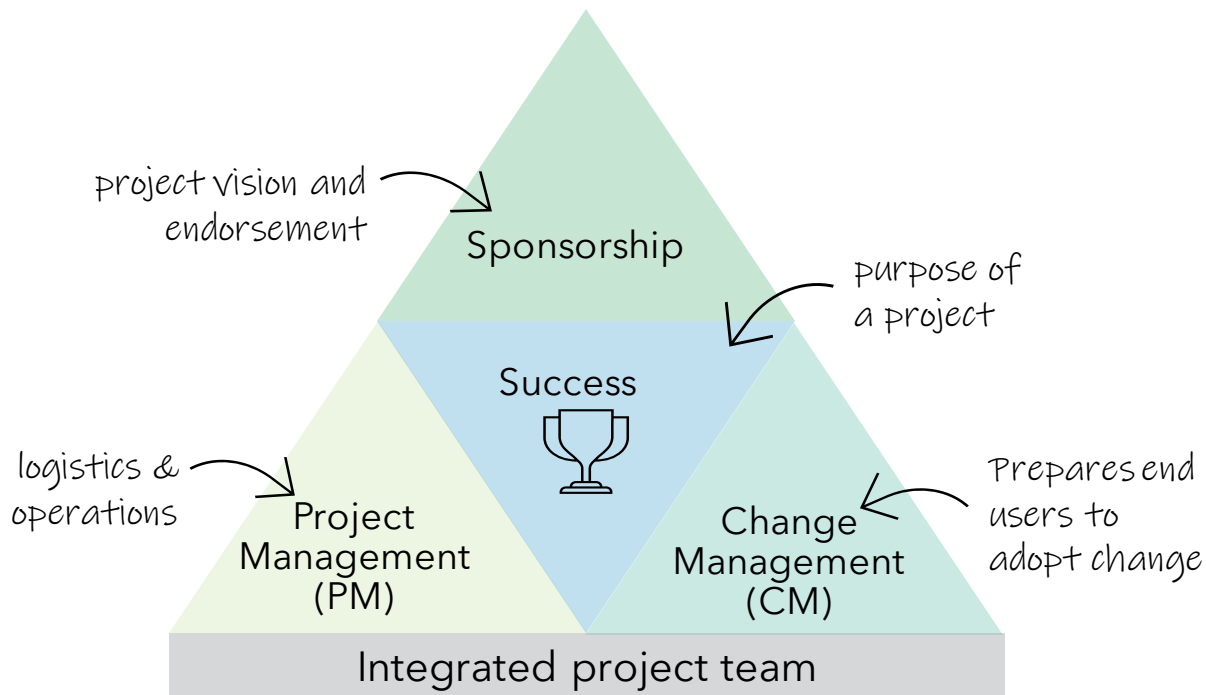
EARLY STAGES	DURING IMPLEMENTATION	AFTER THE PROJECT
<ul style="list-style-type: none"> Develop a vision for the project Announce the project and vision to employees Host a townhall for employees and answer their questions 	<ul style="list-style-type: none"> Recurring and consistent communications and various engagement with employees Participate in recurring meetings with the change management team Participate in opening week activities 	<ul style="list-style-type: none"> Demonstrate the new behaviours (using the space as intended, lead by example) Reinforce behaviours through communications to employees

You're not in this alone!

The change management team will coordinate and advise sponsors on these and many other activities that will require your involvement.

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Foundation for successful sponsorship



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Main roles and responsibilities of sponsorship

A Actively and visibly participate throughout the life of the project

B Build a coalition of support

C Communicate directly with employees

Executive sponsor

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- Lead by example and demonstrate the new way of working
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- Communicate frequently with employees - Set expectations and communicate consequences

Project sponsor

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AFTER THE PROJECT

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Thank you!