



# Executive Sponsor

The Executive Sponsor is an advocate with the authority to make decisions about investing resources (people, time, money) - who will stay the course with you for the long haul. This is a senior leader with P/L responsibility. Our experience shows that when leadership actively supports an organization's recognition objectives, program performance improves.

The Executive Sponsor is a senior member of your team and most often does not have a working role on the team. Rather, the team invites the sponsor into discussions at critical moments for approval or redirects. Additionally the Executive Sponsor is a conduit that ensures the work of the Recognition Advocates is aligned with the overall department and organization's strategy and direction.

