

Category

Commercial Excellence

Executive Sponsorship & Strategic Deal Governance Playbook

Deploying executive sponsors on deals where their involvement genuinely changes the outcome

- Executive
- Intermediate
- Template Included

- Administrator
- 14 January 2018
- 3 minute(s)

Overview

A framework for executive sponsorship and strategic deal governance — deploying executive involvement deliberately on deals where it genuinely changes outcomes, with clear governance for when and how executives engage, avoiding both underuse of valuable executive relationships and overextension that dilutes executive time without proportional deal impact.

How should organizations decide which deals genuinely warrant

executive sponsor involvement? Based on where executive-level relationship or credibility genuinely changes the outcome — strategic account significance, specific stakeholder relationship needs — not just deal size alone, which can either underuse executives on smaller strategically important deals or overextend them on large but straightforward transactions.

What's the most common mistake in executive sponsorship programs?

Deploying executive involvement based on deal size alone without considering whether executive engagement genuinely changes the outcome for that specific deal, diluting executive time across deals where their involvement doesn't add proportional value.

```
{ "@context": "https://schema.org", "@type": "FAQPage", "mainEntity": [ { "@type": "Question", "name": "How should organizations decide which deals genuinely warrant", "acceptedAnswer": { "@type": "Answer", "text": "executive sponsor involvement?\nBased on where executive-level relationship or credibility genuinely\nchanges the outcome —
```

strategic account significance, specific stakeholder relationship needs — not just deal size alone, which can neither underuse executives on smaller strategically important deals or overextend them on large but straightforward transactions." } }, { "@type": "Question", "name": "What's the most common mistake in executive sponsorship programs?", "acceptedAnswer": { "@type": "Answer", "text": "Deploying executive involvement based on deal size alone without considering whether executive engagement genuinely changes the outcome for that specific deal, diluting executive time across deals where their involvement doesn't add proportional value." } }] }

Subscriber access

Unlock this playbook

This playbook — including every framework, template, and step-by-step section — is available free to Think Insights subscribers. Enter your email to unlock it instantly and get our weekly insights newsletter. No account needed, and access is remembered on this device.

First Name

Last Name

Email

Country

I agree to data processing in accordance with GDPR

Leave this field blank

References

Related playbooks

Commercial Excellence

Channel Conflict Management & Territory Governance Playbook

A framework for channel conflict management and territory governance — establishing clear, proactive rules of engagement and territory definitions before confi

- Practitioner
- Intermediate

- Template Included

[Read playbook](#)

Commercial Excellence

Commercial Excellence in Inflationary & Volatile Markets Playbook

A framework for commercial excellence in inflationary and volatile markets — building pricing and commercial processes that can adjust responsively to genuinely

- Executive
- Advanced
- Template Included

[Read playbook](#)

Commercial Excellence

Commercial Excellence for Selling Sustainability & Green Offerings Playbook

A framework for commercial excellence in selling sustainability and green offerings — grounding sustainability value propositions in credible, verifiable eviden

- Practitioner
- Intermediate
- Template Included

[Read playbook](#)

Talk to us about executive deal sponsorship

Tags

- Executive Sponsorship
- Strategic Deal Governance
- Commercial Excellence

Author

Administrator

Think Insights Administrator