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.

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