

Are you gambling with your project success?

By April Callis-Birchmeier

I'm heading to Las Vegas to receive my Certified Speaking Professional medal, the highest earned designation at the annual National Speakers Association convention, called Influence. I'm really excited to be vaccinated and able to travel to this event.

The last time I was in Las Vegas was in February 2020, for the launch of my book ***READY, Set, Change! Simplify and Accelerate Organizational Change***. At that time, there was some talk about a viral epidemic in China. We had no idea what was coming, and as I walked through the casinos, I could see gambling all around me. Gambling (defined as taking risky action in hope of a desired result) can be a lot of fun if you don't mind losing and enjoy the occasional win. If you gamble foolishly, or with more than you can afford to lose, you may wind up with a miserable experience.

As an organizational change management professional and PMP, I see gambling on projects all the time. Not incorporating organizational change management to improve project success is a gamble. There are times you will win and be able to breathe a sigh of relief. Many times, though you may lose, and the resulting lack of adoption and unsuccessful implementation is a miserable experience.

Sponsorship is an area where I see a lot of project gambling. We know strong sponsorship is a key component to project success. We also know that effective organizational change management (OCM) increases project success. So why do we gamble on active and visible sponsorship as though we're in Vegas hoping to beat the odds?

A comprehensive OCM sponsorship strategy and sponsorship plan are essential for project success. These tools guide our sponsors in the activities and communications needed to lead the change initiative to success.

Isn't it time to STOP gambling with project success?

- **Stop rolling the dice** on "tactic of the month" shiny objects which don't meet the need for end users and stakeholders?
- **Stop doubling down** on totally ineffective sponsor outreach and communication?
- **Stop blowing on the dice** known as change agents, they can assist with implementation but aren't sponsors and aren't necessarily in your control?
- **Stop folding your cards** when it comes to highly relevant sponsor outreach, visibility and credibility strategies that move your end users and stakeholders forward.

Stop gambling with the success of your project by not utilizing organizational change management to guide sponsors in leading successful change.



Organizational Change Management expert, April Callis-Birchmeier, CSP, CCMP™, PMP® works with project management professionals and PMOs to increase adoption of change.

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