Executive Sponsor Program - Scorecard

The Executive Sponsor Program (ESP) provides the tools necessary to evaluate the overall program as well as the Executive Sponsors who participate. During the *initial launch* of ESP there are several leading indicators for the program that can be monitored to determine whether or not the program is successful or whether there needs to be changes made. After the program launch a more detailed Scorecard is customized for your organization.

The Sample Launch Scorecard can provide information in the following areas:

1. **Program Health** – a status on the number of accounts and executives that has been rolled out for the program. The number of Customer Engagements that have taken place to date is also represented.

2. **Executive Sponsor Evaluation** – each Executive Sponsor in the program will be evaluated by their Customer Executive on their effectiveness, the ability to provide follow-up information on key actions from the Customer Engagement and how often is the Executive Sponsor communicating with their Customer Executive.

3. **Customer Engagement Experience** – the *ultimate question* for ESP, "Overall, how would you rate your Engagement experience?" is asked of each Customer Executive, as well as, any participant in a Customer Engagement.

Sample Launch Scorecard
(first 6 months)

Executive Sponsor Program	
① Program Health	**Executive Sponsor Evaluation ②**
• Executives in Program 10	• Effectiveness 5
• Accounts in Program 10	• Follow-up 3
• Engagements YTD 5	• Touch-points 5.5
Customer Engagement Experience 6.5 ③	