

Understanding Sponsorship

The people UBT co-leads report to, or go to for information and support, are sponsors of unit-based teams. Sponsoring UBTs is part of your role as a leader and long-term sustainability of UBTs depends on active sponsorship from union, management and physician leaders.



“Sponsorship is the single most important factor in any implementation.”

Don Harrison,
 Founder of Accelerating
 Implementation Methodology
 (AIM)

Getting Started

1. Get Clarity about the Sponsorship Role

- Understand the sponsorship role in general and as it applies to your constituency specifically.
- Meet with your manager to confirm expectations and determine how and when you will report on UBT progress.

2. Learn What You Need to Know

- Attend needed training and commit to apply what you’ve learned in your role as sponsor.
- Become familiar with the 2005 National Agreement to understand the background and expectations of UBTs in the transformation of KP.
- Understand the new behavioral expectations of our performance excellence culture.
- Refer to your Sponsor and Leader Resource Guide for UBTs for needed information, tools and resources.

3. Reach Working Agreements with Key Partners

- Meet with your co-sponsors (management, union and physician) to reach agreement on how you will conduct your joint work of supporting your UBTs to improve performance.
- Discuss your roles and expectations of each other as co-sponsors.
- Meet with your UBT co-leads to share co-sponsor plans for working together and expectations of co-leads, as well as learn what the co-leads need from you.