



Best Practice for Sustained Investment and Impact:

CHRO Endorsement and Sponsorship

--Executive Leadership Team Awareness and Support

---HR Leadership Team Awareness and Support (Talent & DE&I)

----Project Team Leadership and Implementation

PROJECT TEAM (Roles & Responsibilities):

1. *Executive Business Sponsor* – Leads driving action and accountability from participants, managers. Elevates commitment to other leaders across the organization. **Responsible for:** Key communication (email) to participants and managers at the beginning, mid-point and at the conclusion. Attends orientation and graduation. Elevates the visibility and value of the program with his or her peers in leadership team meetings and extends opportunities for further support and sponsorship post the program for alumni.
2. *Talent and DE&I Executive Champion* – Internal champion and sometimes financial sponsor. Partners with Velvet Suite to oversee the execution and communication cascade of the partnership. **Responsible for:** Ensures senior business leader and executive sponsor engagement, provides input in the client survey, cascades outcomes from the program, attends orientation and graduation. Reinforces manager accountability, elevates program and participants within the organization, cascades results with business leaders, HR business partners, participants and managers. Helps drive adoption as we scale year over year. Defines ways to continue to support alumni and transition them into other existing leadership programs as well as provides new avenues for support, recognition and succession within the organization.
3. *Managers* – An active participant in the leadership development of themselves and their direct report. **Responsible for:** Attending the orientation, affirming their commitment to support direct report through the program and take on the role of active participant, complete pre and post manager assessments, meet with direct report and/or participant monthly, review monthly manager email, review biweekly progress report of participants, review manager portal, attend manager masterclass events, support participant through the journey and give time and space on calendar for additional work of this program, identify opportunities to elevate participant via projects, introductions, promotion of the program and direct report to their peers. Serve as a resource for the next class of managers who go through this program.
4. *Company Program Manager* - Connector of communication between leadership, participants and managers. **Responsible for:** Attends program manager orientation with VS Program Director, works with Velvet Suite to execute the annual program timeline, schedules in advance the open house, orientation and graduation, confirms the final selection of participants, identifies the cohort leader, meets with the Director of programs regularly,

follow-ups with participants questions/concerns, reviews biweekly progress report of participants. Ensures the executive champion sends template email at the beginning, middle and end of the program to both participants and members. Coordinates the internal invitation lists to open house, orientation and graduation (participants, managers, executive sponsor, DE&I leaders, HR champions, alumni, other internal stakeholders), works with internal comms to coordinate opportunities to elevate member and program visibility via Intranet and social media, liaison with alumni and supports matching them with cohorts for support of current class, provides follow-up and feedback to track progress/promotion and any changes on the manager and participant side. Helps facilitate the Leadership and Learning Journey capstone presentations for participants.

5. *SS BLI Alumni* - Serves as the liaison between the alumni and the project leader. **Responsible for:** serves as mentor and resource to the current BLI cohort, attends monthly meet-ups as available. Invited to attend the orientation as well as graduation of the current class, explores ways to build and contribute to an internal network to support all graduates. Is looking for the organization to show continued commitment to their career progression. It is beneficial for the project lead to take note and identify and communicate these opportunities.
6. *Company Cohort Leader* - This individual will volunteer for the role. **Responsible for:** Coordinating the internal cohort meetings dates, times and locations, meeting with the VS Client Success Associate for orientation, provides motivation and support for cohort members, provides feedback on progress to client success associate.
7. *VS Director of Programs, Marketing and Communication* – Your go-to-liaison to support the successful execution of the BLI cohort each year. **Responsible for:** Hosting program manager orientation, meeting regularly with company program manager, oversees the on-time delivery of program annual calendar, supports turnkey execution and kick-off annually through: communication cascade templates, project timeline and best-practices. Provides strategic input and direction, insight and ideas on how to optimize our overall partnership.
8. *SS BLI Success Guides* – Provides continual interaction with participants through weekly emails, forum discussions, monthly webinars and one-on-one connection. **Responsible for:** Account management across participants, managers and alumni as point of contact, hosting cohort leader orientation, meeting monthly with cohort leader, communicating biweekly progress reports, supporting members on the learning platform, helping to coordinate monthly live masterclass webinars.
9. *Client Success Administrator*- Supports reporting, email communication and overall program administration. **Responsible for:** Program reporting and email communication and timely follow up with members and managers regarding status of progress.
10. *Director of Operations and Client Success* - Supports overall client success and the systems and operations of the program. **Responsible for:** Providing annual analytics report and mid point status insights. Ensures account support is successfully met via five points of engagement: participant, manager, alumni, roles & responsibilities and communication.