

Sponsor Brief

Use this async brief to identify the business outcome, leadership population, and human gap before designing a cohort.

PURPOSE

This is not a training request form. It locates where execution is breaking and what evidence management must see after six months.

Time needed: 12 to 18 minutes. Best completed by CEO, Regional HR Director, Business Head, Country Head, or programme sponsor.

Output: a qualified brief for deciding whether BRIDGE Leaders Mandate should run as a founding in-house cohort, public cohort, or later-stage intervention.

1

Organisation Context

Who is sponsoring the cohort and what context should shape the design?

Organisation

Industry / sector

Sponsor name and role

Country / region covered

Preferred cohort window

Example: Q3 2026

Expected cohort size

Ideal: 10-15

2

Business Outcome

What must move in the next 90 to 180 days?

What business outcome is currently stuck, delayed, or strategically important?

What has already been communicated, launched, or attempted?

What happens if this does not improve?

3

Execution Breakdown

Where does movement break?

- ☐ Between functions
- ☐ Between regional and local teams
- ☐ Across cultures
- ☐ Across generations
- ☐ Stakeholder commitment
- ☐ Ownership and follow-through
- ☐ Leadership voice and influence
- ☐ Capability transfer

Describe the pattern you see most often.

4

Participant Profile

Who will be in the room?

Leadership level

Example: C-1 / C-2

Functions represented

Countries / sites represented

Typical tenure / experience

What leadership pressure are they carrying now?

5

Priority BRIDGE Gaps

Rank the top three gaps you suspect are most responsible.

B

Buyer Decision

R

Relationship & Culture

I

Invisible Leadership

D

Doing & Done

G

Growth Transfer

E

Execution Rhythm

6 Success Evidence

What must management see to call this worth it?

At the end of six months, what evidence should participants present?

Who should review the final BRIDGE Impact Mandate?

7 Commercial Fit

Check practical requirements before we propose dates.

☐ Interested in founding cohort rate

☐ Requires HRDC claimability

☐ Requires certification

☐ Needs procurement quotation

☐ Needs public cohort option

☐ Needs single-module option

Anything else we should know before recommending the route?

