

Five Steps to Take Before Setting Up a Program



- Identify Your Mandate:** Decide what the objective of the program would be.
- Understand the Strategic Value:** Determine whether and how the program will serve your organization's strategic goals.
- Identify and Assign a Sponsor:** Select a top leader in your organization who will be an advocate and sponsor for the program.
- Identify Key Stakeholders and Their Expectations:** Determine who will care most about the program's goals and what their expectations and priorities will be.
- Find and Assign Program Manager:** If all prior steps move you forward toward establishing a program, find and assign a program manager.*

* Some experts consider this step to be part of the program definition phase to begin the program. Others recommend it as a step before you begin the program.