OVERVIEW

Sponsor Language Bank

Diagnose the situation, choose a target and capture the first insight.

CLIENT / TEAM	COACH	SESSION DATE

PURPOSE

Use this coaching worksheet to capture the terms sponsors use for trust, delivery and risk. Leave with a sponsor-language notebook that can be tested in real, respectful, consent-based work.

WHY THIS MATTERS

Start with sponsor interviews, manager challenges and permissioned programme feedback. Watch for substituting coaching jargon for their words. Review buyer language reused accurately as a learning signal, not a promised result.

SELF-ASSESSMENT / SCORE EACH DIMENSION 1 TO 10

LOOK FOR	NOW /10	GOAL /10
01 Audience fit		
02 Problem clarity		
03 Coaching fit		
04 Proof quality		
05 Differentiation		
06 Message recall		

QUICK REFLECTION

Which dimension is the best starting point for this focus: capture the terms sponsors use for trust, delivery and risk?

DEEP WORK I

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Use actual evidence. Separate what happened from what you assume it means.

01 / CURRENT PICTURE

01 Review sponsor interviews, manager challenges and permissioned programme feedback. What observed moment shows the need to capture the terms sponsors use for trust, delivery and risk?

02 What did the leader, colleague or sponsor actually say or do? Record one concrete example.

02 / THE LEVER

03 When you try to capture the terms sponsors use for trust, delivery and risk, which step breaks down first, and in what context?

04 What assumption are you making that the evidence does not yet support? How could you check it?

03 / PRACTICE & TEST

05 Coach question: What did the sponsor actually call this problem?

06 How could you replace substituting coaching jargon for their words with a fair, specific and testable move?

DEEP WORK II + WORKSHEET

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Build a usable artifact, then pressure-test it with a real-world scenario.

07 What must a sponsor-language notebook contain to help the user capture the terms sponsors use for trust, delivery and risk? Name the first two decisions it supports.

08 Where might substituting coaching jargon for their words show up? How will you notice it and adjust before a colleague or participant is affected?

REALITY SCORECARD

Complete five rows while building a sponsor-language notebook. Use only approved, non-sensitive examples.

CRITERION	EVIDENCE	NOW /10	TARGET /10
01			
02			
03			
04			
05			

BRING INTO THE NEXT COACHING CONVERSATION

Ask: What did the sponsor actually call this problem? Check: buyer language reused accurately.

ACTION PLAN

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Move from insight to observable practice, with a realistic measure and review date.

FROM INSIGHT TO ACTION

STEP	PRACTICE ACTION	BY WHEN
01 REVIEW	Inspect one real example from sponsor interviews, manager challenges and permissioned programme feedback.	
02 BUILD	Draft a sponsor-language notebook using that evidence.	
03 REHEARSE	Practise the move with a coach or peer and request one correction.	
04 TEST	Try it in one relevant, consented team or stakeholder interaction.	
05 ADAPT	Review buyer language reused accurately and change one thing.	

SUCCESS METRIC

Leading signal: buyer language reused accurately. Choose a baseline and a realistic target; outcomes are not guaranteed.

MILESTONES / WHEN WILL YOU LOOK FOR EVIDENCE?

CHECKPOINT	WHAT YOU EXPECT TO SEE	REVIEW DATE
DAY 30		
DAY 60		
DAY 90		

SUPPORT NEEDED

MAIN RISK

COMMITMENT & FIELD NOTES

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Agree the next move, track what happened and return with evidence.

MY COMMITMENT

In the next relevant situation, I will use a sponsor-language notebook to capture the terms sponsors use for trust, delivery and risk.

IF THIS GETS IN THE WAY, I WILL...

PARTICIPANT SIGNATURE

DATE

WEEKLY FIELD NOTES

WEEK	SITUATION	WHAT I TRIED	EVIDENCE + ADJUSTMENT
01			
02			
03			
04			

IN THE COLLEAGUE OR SPONSOR'S WORDS / USE PERMISSIONED, NON-SENSITIVE WORDING

NEXT REVIEW

ACCOUNTABILITY PARTNER

Keep participant and team data private. No results are guaranteed.