

Change Champion Role Guide

Change champions are the bridge between leadership and employees during transformation. They promote understanding, build trust, and model new behaviours. This guide defines the role, responsibilities, and success factors for effective change champions.

1. Purpose of This Tool

- ☐ Clarify the expectations and responsibilities of change champions.
- ☐ Support consistent engagement across all departments or teams.
- ☐ Strengthen communication, feedback, and advocacy for the change.
- ☐ Empower employees to take ownership of adoption and improvement.
- ☐ Build internal networks that sustain momentum beyond project delivery.

Tip: Champions should be chosen for credibility and influence, not seniority.

2. Role Overview

Field	Details
Role Title	Change Champion
Reports To	Change Manager / Project Lead
Works With	Leadership, Line Managers, Project Teams, Employees
Time Commitment	Typically 10–20% of working time

- ☐ Ensure all champions understand the scope and expectations of the role.

Tip: Clear time allocation prevents burnout and maintains consistency.

Notes

3. Role Purpose

Change champions act as advocates, communicators, and feedback channels during transformation. Their purpose is to:

- ☐ Help employees understand the reason and benefits of the change.
- ☐ Represent employee perspectives to project teams.
- ☐ Encourage participation and feedback.
- ☐ Promote early adoption and model new behaviours.
- ☐ Identify and address resistance within their teams.

Tip: Champions are not project managers - they are influencers who bring people along.

4. Core Responsibilities

Category	Responsibilities
Communication	Share key messages with clarity and confidence.
	Translate change information into team-relevant language.
	Provide feedback on how communication is landing.
Engagement	Encourage participation in training and feedback sessions.
	Highlight success stories and celebrate quick wins.
	Create enthusiasm around milestones and progress.
Support	Act as a first point of contact for employee questions.
	Identify areas of confusion or concern and escalate where needed.
Advocacy	Promote the benefits of change with authenticity.
	Demonstrate new ways of working and lead by example.

- ☐ Review responsibilities in team meetings to maintain alignment.

Tip: Champions become most effective when supported and visible.

5. Ideal Attributes of a Change Champion

Attribute	Description
Credibility	Respected by peers and trusted within the team.
Positivity	Demonstrates optimism even when challenges arise.
Communication	Speaks clearly and confidently across audiences.
Empathy	Understands and relates to people's concerns.
Accountability	Delivers on commitments and encourages others to do the same.
Resilience	Maintains focus and enthusiasm during difficult periods.

☐ Select champions who naturally embody these qualities.

Tip: Avoid overloading high performers who already carry multiple responsibilities.

6. Champion Activities Timeline

Phase	Key Activities
Pre-Launch	Attend champion induction. Understand project scope and timeline.
Launch	Share initial communications and key messages. Encourage participation.
Adoption	Gather feedback, identify resistance, and promote quick wins.
Stabilisation	Reinforce new habits and provide peer coaching.
Sustainment	Continue to promote success and embed change in culture.

☐ Use this timeline to plan champion engagement through each phase.

Tip: Champions' impact is greatest during the middle adoption phase - support them most actively then.

7. Communication Framework

Activity	Description	Frequency	Owner
Champion Network Call	Alignment and updates across all champions.	Weekly / Bi-weekly	Change Manager
Team Briefing	Champions communicate updates to their teams.	Weekly	Champion
Feedback Loop	Champions report concerns or suggestions.	Continuous	Champion
Recognition Moment	Celebrate champion achievements and contributions.	Monthly	Sponsor

☐ Build regular communication routines to sustain engagement.

Tip: Champions who feel supported communicate more effectively with their peers.

8. Escalation and Feedback Process

Step	Action	Owner
1	Identify concern or question from team.	Champion
2	Attempt to resolve locally through discussion or resources.	Champion
3	Escalate to Change Manager for additional support.	Champion
4	Share resolution and learning with other champions.	Change Manager

☐ Provide champions with a clear escalation path to manage issues efficiently.

Tip: Quick response builds credibility and trust among employees.

9. Champion Performance Indicators

Area	Indicator	Measurement
Communication	Number of updates or sessions delivered.	Meeting records or logs.
Engagement	Participation rate in team discussions or events.	Attendance or feedback forms.
Feedback Quality	Number and quality of insights shared with project team.	Feedback logs.
Influence	Visible behaviour changes within team.	Manager observation.

☐ Measure performance to recognise and support champion contributions.

Tip: Focus on engagement quality, not just activity count.

10. Recognition and Retention

Method	Description	Frequency	Owner
Certificates / Awards	Recognise visible contributions or innovation.	Quarterly	Sponsor
Public Acknowledgment	Share champion stories on internal platforms.	Monthly	Communications Lead
Development Opportunities	Offer learning or mentoring as reward.	Ongoing	HR / Change Manager

☐ Recognition reinforces motivation and strengthens the champion network.

Tip: Visible appreciation ensures champions remain active and enthusiastic.

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11. Champion Network Health Check

Question	Rating (1–5)	Comments
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Champions feel supported and informed.

The network communicates effectively.

Champions are recognised and valued.

Employees trust and engage with champions.

The network contributes to adoption success.

☐ Review network health quarterly to maintain engagement and consistency.

Tip: Declining scores indicate the need for renewed leadership involvement.

12. Exit and Handover

Champion Name	Reason for Exit	Successor	Knowledge Transfer	Completed (Y/N)
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☐ Ensure continuity when champions leave or change roles.

Tip: Plan transitions early to keep momentum steady.

How to Use This Guide

Use this guide during the planning phase of a change initiative to define and onboard change champions. Review responsibilities during regular meetings and recognise contributions publicly. Combine it with the Adoption Metrics Tracker and Change Communication Plan Template to strengthen engagement and advocacy across the organisation.

Notes