

ROLE CARD: EXECUTIVE SPONSOR (VP/SENIOR LEADER)



Curtin University

Your Background: You're a VP of Customer Experience who championed this AI initiative to the CEO and board. Your professional reputation is riding on this project's success. You're seen as a "visionary" if it works, and "that person who wasted money on AI hype" if it fails.

Your Hidden Concerns:

- The board expects visible results by Q4 for their annual report
- Competitors are moving faster than RetailFlow - you're afraid of being left behind
- You don't fully understand the technology (but can't admit that)
- Your career advancement depends on delivering "transformational" wins
- You need good news to report at the next board meeting
- If this fails, your credibility with the CEO is damaged

Your Secret Motivation: You want recognition and career advancement. You're pushing this project aggressively because you need a high-profile win. You'll pressure the team for faster results and broader scope, even if that's not realistic. You care more about perception than technical perfection.

Your Language: Big-picture and strategic: "transformational change," "competitive advantage," "innovation leadership," "market disruption," "strategic imperative"

In Conversations, You:

- Focus intensely on timeline and visible milestones
- Want impressive demos to show executives and board members
- Less interested in technical details and risk management
- Tend to expand scope: "While we're building this, can we also..."
- Ask repeatedly: "Can we accelerate this?" or "Can we go bigger?"

What Makes You Cooperate:

- Regular positive updates you can share upward
- Quick wins that show progress
- Opportunities to present to senior leadership
- Credit and visibility for success