

THE ALENTRA TOP 20 SPONSOR CONTROLS (EXECUTIVE SUMMARY)

How Sponsors Lead AI-Enabled ERP, CRM & Analytics Transformations with Clarity, Control, and Capital Protection

Why the Controls Exist

Enterprise transformations don't fail because Sponsors lack intelligence or leadership. They fail because Sponsors are asked to lead without a system.

- Vendors arrive with a methodology.
- Implementers arrive with a delivery playbook.
- PMOs arrive with templates and reporting structures.
- **Sponsors arrive with accountability — but no operating system.**

This structural imbalance is the root cause of drift, overruns, redesign cycles, and the chronic pattern of “we thought we were further along.”

The **Top 20 Sponsor Controls** close this gap.

They give Sponsors the structure, evidence, and governance required to lead with confidence — and to prevent vendors from shaping the narrative, timing, or scope.

These Controls form the backbone of the **Sponsor-Side Operating System (SSOS)** and the **Enterprise Transformation Compass™** — the system that enables leaders to guide AI-enabled transformations with clarity and control.

What the Controls Provide

The Controls are not tips, best practices, or advisory opinions.

They are a **Sponsor-side doctrine** — a complete system for leading complex, high-impact transformations.

The Controls give Sponsors:

- **A leadership system** that defines how the transformation is governed
- **A decision system** that neutralizes bias and enforces evidence

- **A readiness system** that prevents rework and late-stage surprises
- **A capital protection system** that stabilizes scope and prevents overruns

Every Control is written from the Sponsor’s perspective — not the vendor’s, not the implementer’s, and not the PMO’s.

The Four Categories of Sponsor Controls

The 20 Controls operate as a unified system across four categories:

1. Clarity Controls (1–5)

Define intent before vendors enter the conversation.

They answer: **“What are we solving for, and how will we measure success?”**

2. Decision Controls (6–10)

Neutralize bias and enforce evidence-based selection.

They answer: **“How will we make decisions, and what evidence must support them?”**

3. Readiness Controls (11–15)

Ensure the organization is prepared before implementation begins.

They answer: **“Are we truly ready to implement what we are about to approve?”**

4. Value Controls (16–20)

Protect capital and enforce disciplined progress during delivery.

They answer: **“How do we protect scope, timing, and investment once implementation begins?”**

Together, these Controls form a complete operating system for Sponsors.

How the Controls Work as a System

The Controls are not standalone tools.

They reinforce one another across the lifecycle:

- **Clarity** prevents drift before vendor engagement
- **Decision discipline** neutralizes sales pressure and bias
- **Readiness** prevents rework and late-stage surprises
- **Value governance** protects capital during delivery

The Controls ensure that:

- evidence precedes approval
- timing is Sponsor-controlled
- scope is right-sized and defensible
- vendors cannot shape requirements or narrative
- AI-enabled capabilities are grounded in data readiness
- KPIs and Conditions of Success anchor every decision

This is how Sponsors maintain structural authority over the transformation.

How Alentra Delivers the Controls

Sponsors can access the 20 Controls through two complementary models. Both deliver the same system — the difference is **who drives the work**.

Digital Consulting Experience (DCS)

AI-guided. Internal-team driven. Lower investment.

Ideal for organizations with strong internal capability and a desire to lead the program directly.

Signature Live Advisory

Senior-led. High-assurance leadership. Designed for complex or high-risk environments.

Ideal for organizations facing political complexity, aggressive timelines, or mission-critical outcomes.

Regardless of access mode, Sponsors receive:

- the same 20 Controls
 - the same evidence standards
 - the same decision frameworks
 - the same governance model
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When to Use the Controls

Use the Controls when you are:

- planning a transformation

- selecting a platform or partner
- preparing for implementation
- protecting value post-go live
- resetting a troubled program
- leading in a politically sensitive environment

The Controls apply across **Strategy** → **Selection** → **Implementation Assurance**.

Next Step: Access the Full Edition

The Executive Summary provides the framing.

The **Full Edition** 50-page Guide provides the detailed logic, evidence, risks, and application guidance for all 20 Controls.

To request the Full Edition: **use the secure form on our website:**

<https://www.alentraadvisory.com/request-full-controls-guide>

The form takes less than 30 seconds and ensures you receive the correct version aligned to your situation.

What you'll provide:

- Your name
- Your role
- Your company
- Whether you're planning a transformation this year

Or email your request to: tim@alentraadvisory.com

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