

The Sponsor-Side Operating System™

A New Category for Sponsor-Side Leadership



The Sponsor-Side Gap

Transformations rely on vendor delivery systems — not Sponsor leadership systems

Sponsors lack:

- A leadership timing model
- A structured decision system
- Sponsor side governance to lead the transformation
- Capital and scope protection
- Evidence-based ROI tracking



Advisors ≠ System

Expertise helps — but cannot replace structure

Advisors provide:

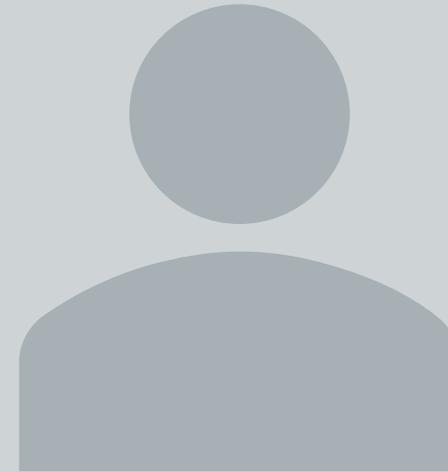
- Opinions based on experience
- Oversight of vendor delivery
- Templates and meeting support

But they do **not** provide:

- a repeatable system for Sponsor leadership
- decision logic tied to readiness, performance, and ROI
- governance and validation from inside the Sponsor's accountability model

When they leave, the system leaves.

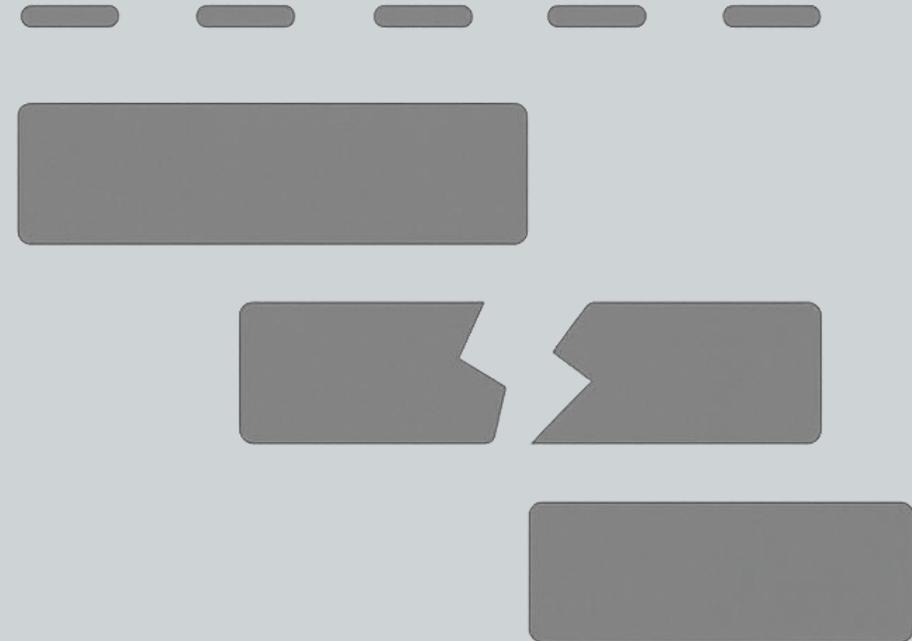
The Sponsor stays accountable.



Why Transformations Break Down

Strong vendors and advisors still can't fill the structural gap

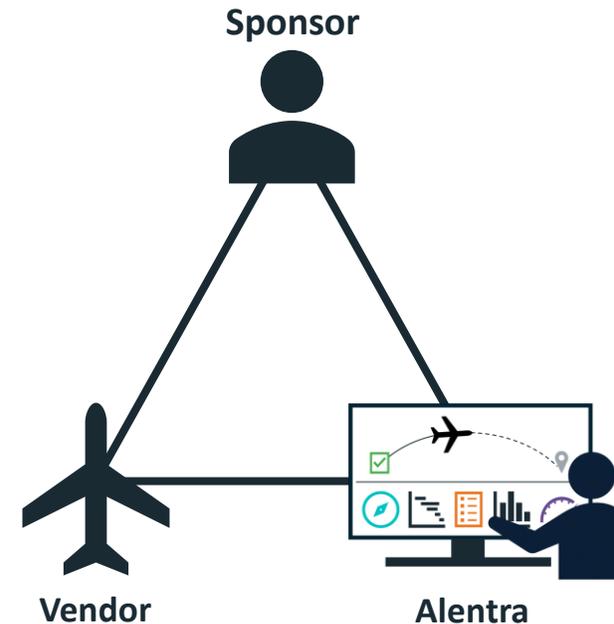
- Vendor-led pacing
- Premature decisions
- Misaligned expectations
- Scope drift
- Capital leakage
- No evidence-based checkpoints



What Sponsors Actually Need

Not more advice – a system

- Leadership timing
- Decision logic
- Governance architecture
- Readiness validation
- Capital protection
- Evidence-based clarity

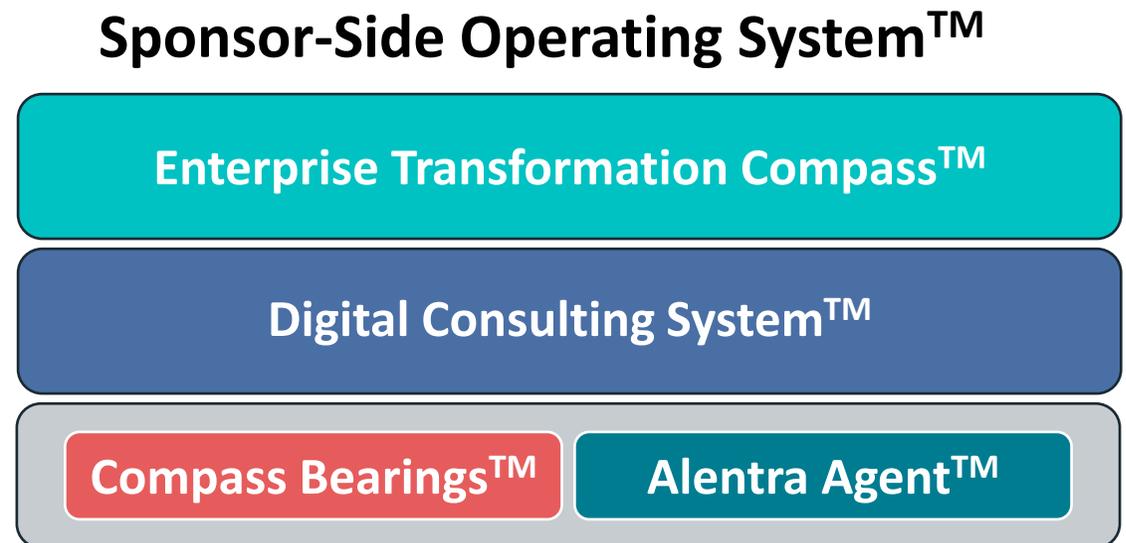


Sponsor Intent. Vendor Execution.
Alentra Mission Control.

The Sponsor-Side Operating System™

The first structured, repeatable operating model for Sponsor-Side leadership

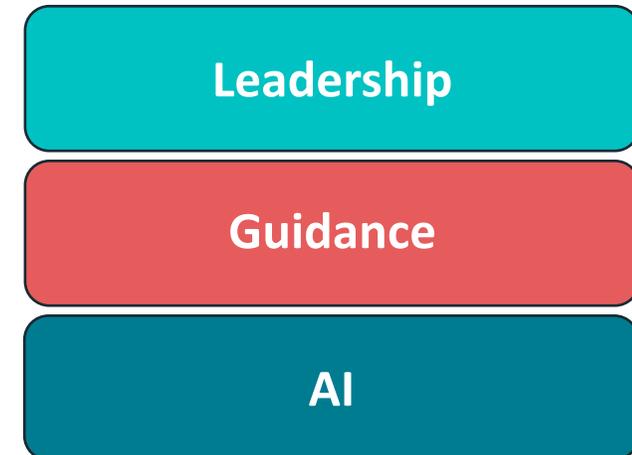
- **A new discipline**
- **A new category**
- **A new way to lead transformation**



The Three Systems Inside the SSOS

A unified operating system for Sponsor-Side leadership

- **Compass™** — Leadership System
- **Compass Bearings™** — Implementation Guidance
- **Alentra Agent™** — AI-Enabled Delivery



Compass™ — The Leadership System

The Enterprise Transformation Compass™ defines five sponsor-critical focus areas:

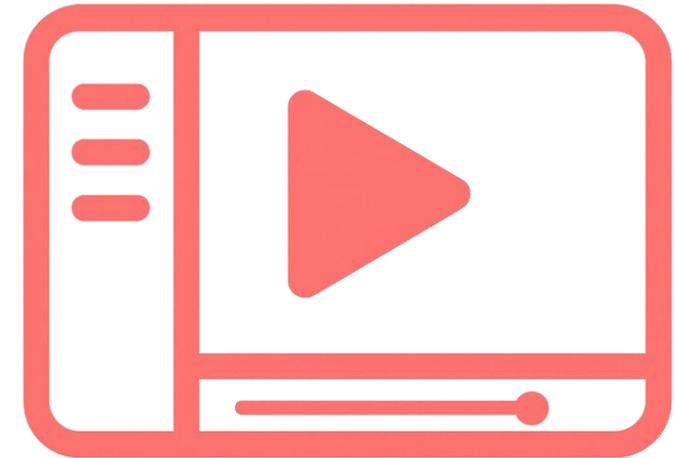
- **Map (When)** — Leadership timing
- **Paths (How)** — Required actions
- **Waypoints (Where)** — Readiness guardrails
- **Scorecard (What)** — Outcomes and capital protection
- **Conditions of Success (Why)** — Non-negotiables



Compass Bearings™

Just-In-Time Leadership Clarity

- Structured micro-videos
- Contextual leadership guidance for each Compass action
- Reinforces posture, framing, and decision quality
- Explore Mode for flexible navigation
- Integrated with the Agent for deeper, step-by-step support



“Let me get my bearings.”

A phrase every leader knows —
now backed by structured,
moment-specific guidance.

Alentra Agent™

AI-Enabled Sponsor Support

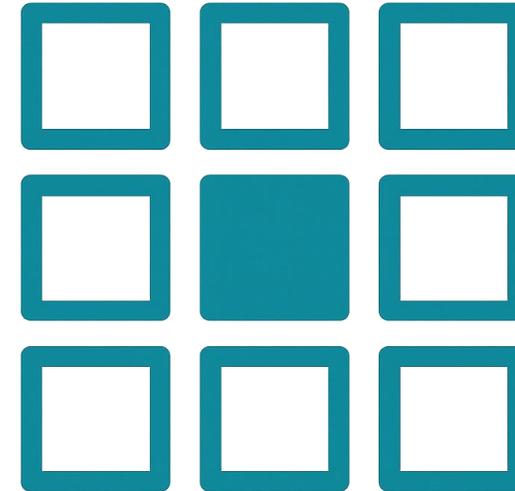
- Surfaces the right guidance at the right moment.
- Retrieves from the Gold Library Canon.
- Delivers Study & Learn sequences across workflows.
- Supports playlists for rapid progression.



Why Structure Enables AI

Structure is what makes GenAI safe, precise, and sponsor-grade

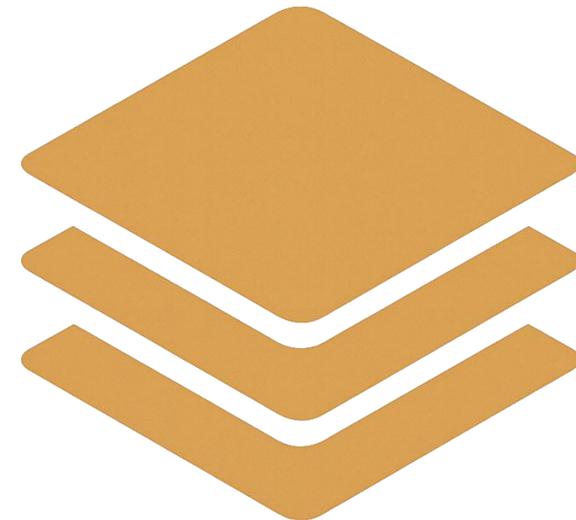
- Predictable content patterns
- Structured deliverables
- Metadata
- Consistent language
- Reusable reference models



The Gold Library Canon

The Intelligence Layer Behind the SSOS

- **Guidance Layer** — Compass logic
- **Insight Layer** — mindset, pitfalls, FAQs
- **Reference Layer** — KPI, valid values, reusable models



Sponsor Support During SSOS Activation

Light but essential live support

Included in every engagement:

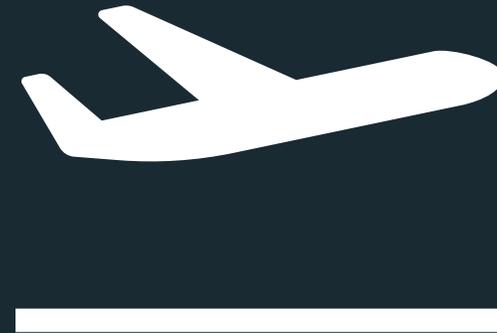
- Onboarding and orientation
- Q&A on Compass, Bearings, and deliverables
- Issue reporting and feedback
- Light check-ins
- Continuous refinement



Lead With a System — Not Intuition

Request an SSOS Walkthrough

- Protect capital
- Stabilize decisions
- Minimize rework
- Deliver the ROI your organization expects



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Client-Side Advocacy, Powered by the Sponsor-Side Operating System™