

## How To Be An Effective Project Sponsor

Project sponsors vary in their effectiveness. Whether in a large corporation with high-profile complex projects or a small company with many small projects, the sponsor's role and involvement is critical to project success. With strong sponsorship, complex risky project have a greater chance of success; but, without clear and appropriate sponsorship, even small projects struggle. The effective project sponsor needs to have adequate knowledge, information, and understanding of project objectives, organizational goals, and the overall business environment to be able to make informed business decisions.

As the project's primary advocate or champion within the organization, the sponsor provides interface between the project manager and other key stakeholders. The sponsor acts as the point of contact with the project manager for project planning, execution, and day-to-day management of the interests of the customers.

This seminar will address several principles, best practices, and competencies that form a solid foundation for maximizing the sponsor's contribution to project success. Emphasis will be placed on the skills to become a mature sponsor, establishing and maintaining stakeholder relationships, when and how to become involved in project activities, and the various types of project sponsors, their roles and their responsibilities.

### Seminar Outline

- Project Sponsorship - What is it?
- Critical Success Factors
- Sponsor Best Practices
- Sponsor Relationships
- Sponsor Types
- The Effective Sponsor

### Seminar Objectives

- Learn the skills, roles, and responsibilities necessary to be a proactive sponsor
- Understand how to effectively work with project stakeholders, managers, and team members.
- Understand project sponsor's role and responsibilities
- Learn how to apply sponsor skills and competencies
- Learn how to recognize and establish organizational dynamics and issues that influence a sponsor's effectiveness
- Learn how to strengthen a project sponsor's relationship with other stakeholders
- Understand how the project sponsor contributes to project success and failure

## Seminar Structure and Materials

This seminar is not just a lecture format. It is a combination of focused lecture, interactive discussion, exercises. Rather than just lecture, the participants are engaged in many discussions regarding real-life organizational experiences throughout the duration of the seminar. All participants will receive a detailed course manual.

## Who Should Attend This Seminar

Anyone responsible for project management oversight, governance, and advocacy - including senior managers, managers of project managers, functional managers, and other key stakeholders who need to understand the role of a project sponsor.

## Prerequisites

There are no formal knowledge or skill prerequisites for this course; however, a fundamental understanding of project management will be helpful.