

EFFECTIVE PROJECT SPONSORSHIP

HALF - DAY

WORKSHOP DESCRIPTION

Project sponsors vary in their effectiveness, not unlike others in leadership roles. Whether overseeing a large, visible project, or a smaller scale team endeavor, the sponsor's role and involvement is critical, particularly in the project's early stages.

In this interactive session, participants will examine a coaching framework for increasing sponsor effectiveness. Participants will use a performance analysis tool, review related dialogue questions, and discuss intervention options.

The workshop dialogue and exercises will explore the following topics:

- ▶ **Just how critical is the sponsor's role?**
- ▶ **How do you determine who an appropriate sponsor is for a particular project?**
- ▶ **What's the difference between an executive sponsor and a sustaining sponsor?**
- ▶ **How can busy sponsors minimize their time contribution, but maximize their impact?**
- ▶ **What should the core team expect from their sponsor(s)?**
- ▶ **What should the sponsor(s) expect from the core team members?**
- ▶ **What "red flags" signal a need for intervention by the sponsor, or by the team?**
- ▶ **How can the project's "inner circle" create stronger performance from the sponsor?**
- ▶ **What actions can smooth the transition for a replacement sponsor?**

SESSION OBJECTIVES

During the workshop, participants will:

1. **Learn which project elements most influence project success/failure.**
2. **Assess a project sponsor's past performance and discuss performance gaps noted.**
3. **Examine the role and major responsibilities of the sponsor.**
4. **Connect key questions that sponsors need to ask with a sponsor's responsibility areas.**
5. **Explore how key project players can influence the sponsor's effectiveness in real time.**

THIS WORKSHOP IS FOR...

- Sponsors new to the role
- Functional managers
- Project managers
- Lead customer contacts
- Project Office / other internal consultants

ASSESSMENT TOOLS & HANDOUTS

- Project Sponsor Role Profile
- Sponsorship Dialogue & Review Questions
- Enabling Effective Sponsorship – Selected Tools and Techniques
- Bibliography

For further information, contact us:

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