



Role of Project Sponsor in Managing Projects

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Benefits to Project Success




CIO magazine and PMI Survey of 300 companies with Project Management Offices (PMOs)

- “Executive Sponsorship/Support from senior management”
- “Projects having direct links to the company’s strategic and operating plans”

Effects on Project Success

PMI “Hot Button” surveys

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- Most important factor in promoting organizational project management
 - Executive Champion (64%)
 - Business Alignment/Strategic Synergy (27%)
 - Factor most severely impacting ability to deliver projects on time and budget
 - Lack of executive support (29%)
 - Unrealistic Estimates/Milestones (42%)

Frequently Used Management Titles



Project Sponsor
Project Executive
Director of Projects
Managers/Management

Project Executive Board
Project Executive Committee
Board of Control
Steering Committee

Over-arching Project Sponsor Roles



Mentor
Enabler
Overseer
Catalyst
Motivator
Facilitator
Protector
Enforcer
Supporter
Business Judge
Filter

Guide
Counselor
Influencer
Coach
Shepherd
“Barrier Buster”
Salesperson
“Boundary Manager”
Change Leader
Negotiator
“Upper Management Link”

Project Champion



General Responsibilities



- Ensure that Project Sponsor and project manager understand roles and responsibilities
- Be astute about corporate politics
- Facilitate project performance
- Build relationship of trust and openness with project team
- Have clear understanding of corporate strategy and part that project plays
- Be aware of outside influences and proactively manage the interfaces with project
- Ensure sound project management and business practices used on project

Conceptual/Planning Phase Activities



- Select the right project
- Commit the corporation
- Select the right project manager
- Provide the right technical and management expertise
- Establish effective incentives
- Participate in project kick-off meeting

Execution Phase Activities (1)




- Let the Project Manager manage the project
- Provide the project oversight and feedback
- Conduct regularly scheduled management reviews
- Ensure that corporate systems are in place and used
- Provide senior management- client contact

Execution Phase Activities (2)

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- Ensure technical and management support availability
 - Promote innovative solutions
 - Keep the project shielded from corporate politics
 - Promote staff continuity
 - Provide growth opportunities to project staff

Close-out Phase Activities

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- Document the project
 - Stop the work
 - Obtain customer acceptance
 - Follow-up with the customer
 - Recognize the project team
 - Build on the successful project

Project Champion

Are You the Project Sponsor?
Do You Have a Project Sponsor?



Project Success Depends on this Key Role



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