

Being an Effective Project Sponsor

Audience Programme, Portfolio and Project Sponsors, Steering Group and Project Board members, Project Executives, Senior Responsible Owners, Programme Managers and Key Stakeholders.

Background Most modern organisations run multiple projects and change programmes at the same time as running the business on a day-to-day basis. Staff can be involved in both, and look to senior management to set their priorities. However, it is not always easy for the business to balance priorities and maintain focus over long periods.

The role of Project or Programme Sponsor, Executive or Senior Responsible Owner is fundamental to ensuring the success of any initiative, by mobilising the right resources at the right time, by directing them throughout the work, and by delivering the benefits to the business. However, Sponsors are often not well equipped to fulfil this important role, and may not understand the responsibilities it brings.

This course explains the role of the Sponsor, and provides a number of practical techniques for organising programmes and projects, directing them throughout their life, and monitoring their benefits. It discusses alternative approaches for large and small projects, distributed teams, and multi-disciplined staff.

Objectives The course will enable delegates to:

- Fulfil the responsibilities of a Project Executive or Programme Sponsor
- Work effectively with the Project Board, Project Manager and Key Stakeholders
- Apply appropriate techniques to review Risk and Benefits delivery
- Use the controls information as a basis for strong decision making
- Describe how this approach supports PRINCE2®
- Begin applying these techniques on real programmes and projects

Duration 1 day. This course uses a number of practical exercises and simulations to reinforce the techniques and concepts covered in the course material, in addition to numerous examples from the lecturer's own experiences of running programmes and projects.

The course is most effective when supplemented by a facilitated project mobilisation workshop.

Course Content

The Role of the Sponsor

Organising for success - Steering Groups, Stakeholders and Project teams

Controls information – making informed go/no go decisions

Project Board meetings – do's and don'ts

Balancing risk – based on status of Quality, Scope, Time and Resources

Putting it all into practice

Case Study:

A realistic case study scenario is used throughout the course to allow delegates to consolidate their knowledge of being an effective Sponsor through hands-on, syndicate work.