



# Project Sponsor Development

What do you consider to be successful project sponsorship?  
Are your project sponsors clear about their role and responsibilities to their projects and the organisation?

We believe the role of sponsor is critical to the delivery of projects. They don't need to be Sebastian Coe but they do need to be clear about their role and responsibilities! And may also benefit from adopting some of his sponsorship skills and qualities.

## Some facts . . .

**Research has identified that:**

- **Over 80% of projects fail to deliver the planned benefits**
- **Projects regularly exceed their budgets by over 200%**
- **Sponsors have a major influence on the delivery of projects**

**Symptoms that indicate that Project Sponsor Development may be needed, include**

- **Little or no support given to the organisation's project managers**
- **A lack of resources to enable the project to be delivered**
- **Low importance placed on the value of projects and their business benefits**
- **Little or no profile given to costly change projects**

## What is successful Project Sponsorship?

In our experience, successful projects have sponsors who:

- ◆ Retain accountability for delivery of the business benefits
- ◆ Engage with the key project stakeholders
- ◆ Actively support their project managers
- ◆ Maintain personal involvement throughout the project
- ◆ Network and communicate across the business
- ◆ Secure and maintain the necessary resources

## How do we develop the right skills and behaviours?

Having gained a clear understanding of the skills and qualities needed, we design a programme comprising scenario-based activities which focus on:

- ◆ **Role** – accountability, leadership, governance
- ◆ **Knowledge** – case for change, modern practices, success factors
- ◆ **Skills** - tools, techniques, templates, checklists
- ◆ **Behaviours** – motivation, delegation, drive, challenge, support

## How is the Course delivered?

The course can be delivered either as a

- ◆ part of a larger general development programme for a group of senior managers
- ◆ planned event for a small group of sponsors held prior to the launch of a new programme of projects
- ◆ one to one event to address individual or business requirements
- ◆ series of short breakfast or lunchtime meetings

Following the above, sponsors can be supported through 1:1 coaching at project start-up and at selected stages across the project lifecycle.

## What is the value to your business?

- ◆ Improved project delivery and benefits realisation
- ◆ Clearer demonstration of leadership by sponsors
- ◆ Fuller understanding of each others' roles within projects
- ◆ Greater capability for change across your business
- ◆ Reduced delay and cost of your change projects

## Would you like to discuss further?

Contact us on 01628 7711960 to discuss the options for strengthening project sponsorship in your organisation