



# Project Sponsorship

Projects are the means through which organizations can achieve their goals and satisfy the needs of their clients. The ability to successfully implement projects is therefore critical to an organization's profitability and overall level of performance. It is no wonder that project management skills and the integration of a sound project management culture, are key goals among leading organizations today.

The full benefits of project management are only achieved along with the creation of a sustainable project management culture within the organization. Senior managers have an important role when it comes to creating and sustaining this culture.

This 1-day course examines senior management's role in the successful management of projects and the creation of a sustainable project management culture within the organization.

## PARTICIPANT EVALUATIONS

"A must for all Senior Management staff including Executive Committee. Very useful."

Shafteek Ali, *Alberta Ministry of Agriculture and Food*

## LEARNING OBJECTIVES

Participants will gain practical skills to:

- Actively sponsor a project, and understand what they should be doing, what they should be looking for, and questions they should be asking of the project manager and team members during each phase of the project.
- Assess which project management tools and techniques provide the greatest value and should be practiced by project teams.
- Identify the elements of a properly defined Project Charter.
- Know what to expect and what not to expect from project management.
- Establish project priorities based on consistent criteria.
- Evaluate project plans to determine those most likely to be successful.
- Identify a properly managed project and one that is heading for trouble – and what to do about it before it is too late.
- Facilitate project success through the active fulfillment of the sponsorship role and through the creation of the appropriate corporate culture.

## WHO SHOULD ATTEND

The Project Sponsorship course is suitable for individuals who are:

- Senior members of an organization responsible for making decisions on project priorities, staffing, strategic planning, and who are responsible for the authorization of projects within the organization.
- Typical participants include corporate executives, senior management, Project Sponsors, managers of Project Management Offices and senior Project Managers.

## PREREQUISITE

There is no prerequisite for this course. It functions as a stand-alone course.

## MATERIALS

You will receive a course binder containing copies of presentation slides, templates, exercises, and suggested solutions.

## WHAT YOU WILL LEARN

### The Project Environment

- "Raising the bar" of project success
- Project organization choices, and dealing with the challenges of a Matrix Organization

### Phase 1: Project Initiation – Making sure the right projects get done

- Project prioritization issues
- Project Charter – what to look for

### Phase 2: Project Definition – Making sure projects get done the right way

- Elements of a properly defined project and what a Sponsor should be looking for. Topics discussed include:
  - Work breakdown structure (WBS)
  - Ensuring quality throughout the project
  - Resource/capacity issues
  - Costs/budgets
  - Dealing with project risks
  - Accountability/ responsibility issues
  - Project communication
  - Critical path scheduling issues
  - Dealing with schedule contingency

### Phase 3: Project Implementation – Are things getting done?

- Project status and reporting issues
- How to know if things are not going well, and what to do if they are not
- Making the 'tough' decisions

### Phase 4: Project Completion – Did we get the expected results?

- What to look for at the completion of a project
- The role of the sponsor during project completion

## RELATED COURSES OF INTEREST

- Making the Transition to Project Management
- Project Management Essentials
- The Comprehensive Project Management Seminar
- Enterprise Project Management

## FOR MORE INFORMATION

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