

of the Sponsors role!

With **strong sponsorship** the most complex project can succeed, with reactive sponsorship the simplest project will struggle...

Pete Swan (Director, PM-Partners group) has found the best sponsors:



are recognised as **leaders of change**



demonstrate a strong interest



actively make decisions that steer the project in a firm direction.

ten characteristics of the sponsor's role:

Defines a clear and simple vision for the project



Ensures the real business need is addressed and the project is aligned with strategy



Ensures the project makes good use of assets



Verifies the continued viability of the project and its progress



Owens the business case and monitors the project to ensure the outcome will be realised



Leads the Steering Committee and drives decisions to a conclusion



Governs and approves plan, schedule, budget, changes and final deliverables



Communicates to gain the support and commitment of the executive



Monitors effectiveness of Project Manager/s



Allocates time and energy to resolving cross functional issues that are out of the Project Managers control



SPONSORS SHOULD *Ask*

Are key project milestones being met or do they continually get rescheduled to later dates?



Will this cause a problem for the rest of the project?



Is this a symptom of an underlying problem, such as lack of resources?

ULTIMATELY

sponsors can be the link between project management and the executive, who can enable the necessary organisational support to ensure the project

delivers value to the business

ARE YOU GETTING

the results you need?

It's not exactly a business secret that poorly-executed projects cost a great deal more than money (as if that's not bad enough). They can cost reputations. Careers. So why not face facts and get the help you need? PM-Partners is Australia's most highly-accredited project management specialist. So, to partner with PM-Partners is to put your project in safe hands. The safest. Which is probably why Australia's leading brands trust PM-Partners to run over \$1.7 billion of projects. Each and every year. Maybe you should too.

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