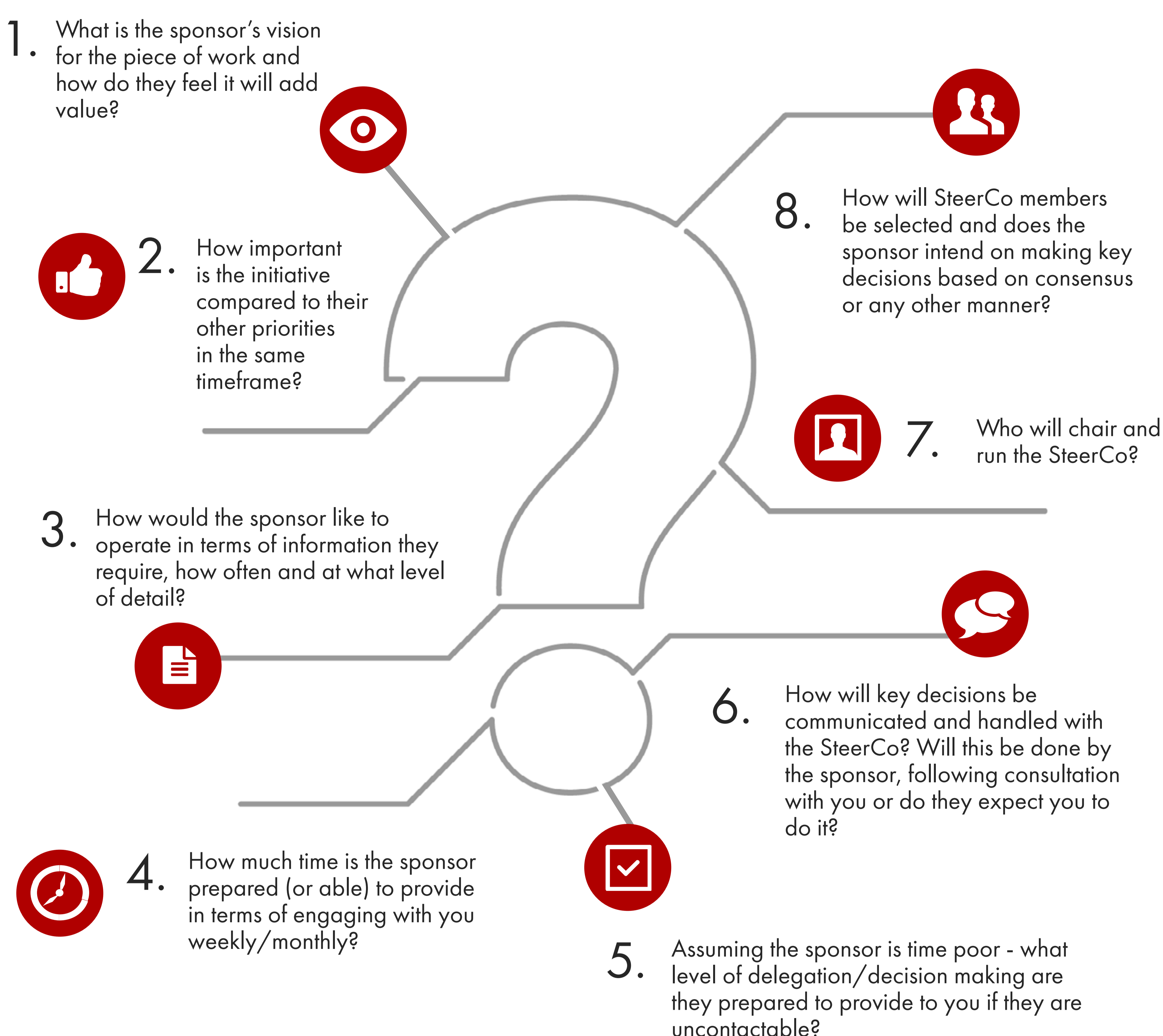


# KEY QUESTIONS TO ASK SPONSORS

For those who are about to begin management of a project or programme, there are some key questions that need to be diplomatically *and* carefully asked of the senior executives that are involved in the initiative.



Political and environmental awareness needs to be applied when asking these questions.

# KEY QUESTIONS TO ASK STEERCO MEMBERS

1. How does this project impact their area and how important it is to them?
2. Ask similar questions to those stated for the sponsor.
3. Ask each SteerCo member what the 3 most important objectives are that need to be achieved in delivering the initiative.\*

\*With regards to Question 3: record the answers from each member, but do not record member names against it.

Chances are you will receive a variety of answers and in some cases you may not receive an answer at all. Ensure all responses are recorded (including the 'non-responses'), but **do not** record the SteerCo Member's name against it.

Next, tally up all the responses and review the outcomes.

If there is no consistency in responses, ensure you update the sponsor with a warning message – something along the lines of, **"Houston, we have a problem..."**

**Key point:** Without clarity of vision and objectives, and alignment of the group that will steer the work, you, the sponsor, and all other stakeholders are about to board a Disneyland style roller coaster.

When addressing the above, ensure it is done in positive spirits and with awareness of the individuals involved.

If executed correctly, you will be seen as highly effective (and almost certainly bold) and it will be appreciated.

If done poorly... PM-Partners has a resourcing team to assist with your next opportunity.