

## Content

### Clarifying the role

- project essentials; a brief reminder
- examples of good and poor sponsorship
  - project roles and responsibilities
  - who is accountable for what?

### Preparing for a success

- understanding the context
  - making a business case
- setting clear success criteria
  - commercial and financial risk assessment

### Delivering your role

- understanding the project process
- setting and managing expectations
  - communicating what the business expects
- leading your project manager
  - ensuring sponsors sponsor and managers manage

### Realising business benefits

- knowing when the project is complete
  - capturing lessons learned
- delivering short and long-term business benefits.

# Business Sponsorship of Projects

## Business Skills

You are a director or senior manager who has the authority to sanction initiatives and business projects. Having made your selection, should you be a hands-on sponsor or should you stay out of the way and leave it to the project manager? Our research and experience shows that how the sponsor behaves can be critical to success.

This practical, one day programme will provide complete clarity about how to be effective in the role of project sponsor. The insights that you gain will enable you to ensure that projects you sponsor deliver the expected business benefits.

### Benefits

By the end of the programme you will be able to:

- understand the enablers of project success
- understand the critical role of the project sponsor and be equipped to perform effectively
- select and make the case for the most appropriate projects that will meet the needs of the business
- work effectively with the managers of your projects
- improve the performance of projects through better definition, direction and decision making
- sponsor projects that deliver business benefits.

### Approach

The programme is both participative and analytical. We draw directly upon participants' experiences of project sponsorship. The style is encouraging, supportive and also challenging when necessary. A facilitator with in-depth practical knowledge of project sponsorship will run the programme.

### Who should attend?

Directors, senior managers and any manager with the authority to initiate or sponsor business critical projects or initiatives.

### Programme information

Duration: One day

Price: £375 (excluding VAT)

Dates and locations:

15th May 2008 • London

13th November 2008 • Midlands

3rd February 2009 • Surrey

For further details please call

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Dr. Andy Wainwright,  
United Biscuits