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## Project sponsorship-

### A workshop for senior managers

This is a sample workshop. We can design one to fit your needs. Contact us on [events@projectagency.com](mailto:events@projectagency.com) or call us on 020 8446 7766

"A project gets a year late one day at a time."

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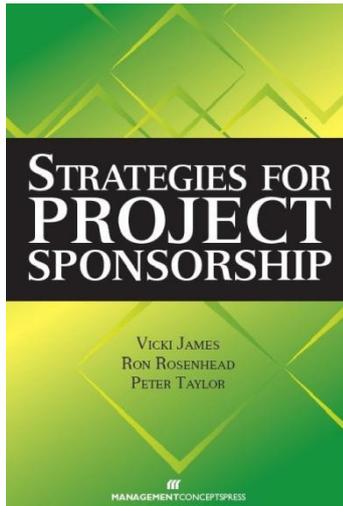
# Project Sponsor Training

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## Workshop Outline

This half day workshop has been designed to help you and your colleagues take on the role and responsibility as a project sponsor.

Research points to the sponsor being a key person in project management and the time to train and develop them is therefore very important.



In this workshop we will explore the latest research and your role and the positive impact this can have on projects.

This workshop will draw on a recently published book Strategies for Project Sponsorship co- written by the workshop leader Ron Rosenhead.

Strategies for Project Sponsorship by James, Rosenhead & Taylor (published by Management Concepts 2013)

## Objectives:

At the end of the workshop project sponsors will:

- be clear about your role as a project sponsor and what this involves
- be able to ensure that all those staff engaged in projects are effectively trained and supported
- be able to help share learning among your colleagues helping to support the change agenda throughout the company

**"If you don't know where you're going, any road will take you there"**

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# Project Sponsor Training

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## Outline content:

- Introductions to the course and to project management and project sponsorship
- Activity: identifying the projects everyone is involved in
- The 5 key principles of project management & the sponsor's role in ensuring they are carried out. Exploring the link with the projects people are working on (see activity above)
- The latest statistics on project sponsorship & their implications for project managers & their companies
- Clearly defining what project sponsorship is & highlighting 17 key criteria the project sponsor needs to know
- Project Governance – ensuring that the sponsor has a clear view of what needs to be monitored and controlled.
- The 9 project sponsor “types” – which are you?
- Picking the right sponsor for your project – a selection conundrum
- Learning – ensuring learning is shared with all sponsors and project managers – but how?
- The active sponsor & learning – mistakes & successes. The role of the sponsor in ensuring that learning takes place in all projects
- How are project sponsors selected? Should they go through a formal application process?
- Individual action planning

The workshop will contain a number of activities: at an individual, paired or group level. Our aim is to make it highly participative.

Full support documentation will be provided

**“Plans are only good intentions unless they immediately degenerate into hard work.” Peter F. Drucker**

Post workshop we can arrange individual coaching sessions if required