Project sponsor responsibilities

Critical success attributes to improve effective sponsorship:
- Support
- Continuity
- Alignment

Does for the board:
- Provides leadership on culture and values
- Owns the business case
- Keeps the project aligned with organisation’s strategy and portfolio direction
- Governs project risk
- Works with other sponsors
- Focuses on realisation of benefits
- Recommends opportunities to optimise cost/benefits
- Ensures continuity of sponsorship
- Provides assurance
- Provides feedback and lessons learnt

Critical personal attributes to be successful as a sponsor:
- Understanding
- Competence
- Credibility
- Engagement
- Commitment

Does for the Project Manager:
- Provides timely decisions
- Clarifies decision-making framework
- Clarifies business priorities and strategy
- Communicates business issues
- Provide resources
- Supports the project manager’s role
- Promotes ethical working
- Manages relationships
- Engenders trust

Does for other stakeholders:
- Engages stakeholders
- Governs stakeholder communications
- Directs client relationship
- Directs governance of users
- Directs governance of suppliers
- Arbitrates between stakeholders

Based on Sponsoring Change. A guide to the governance aspects of project sponsorship. September 2014, Henny Portman.