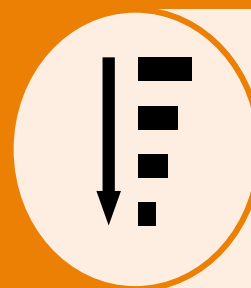


QRC Project Sponsorship

based on Project Sponsorship, achieving management commitment for project success
By Henny Portman, Nov'2015 (icons: designed by Freepik)



Attributes

- Clearly understand the problem to be solved.
- Ensure that the solution fixes the problem.
- Know where "good enough" is.
- Build the right team to solve the problem.
- Hold the team accountable for results.
- Know the big issues and what is needed to resolve them.
- Be the advocate, coach, influencer, and battering ram.
- Make the thoughtful, tough decisions
- Ensure that the project finishes strong
- Know when to pull the plug.

Sponsor Project Roles



Upper management link

- Actively manages relationships with peers in client organizations
- Communicates to senior management and other stakeholders during project
- Asks for help and support from management when needed



Protector

- Works proactively with project manager to manage risks
- Protects project team from unnecessary bureaucracy and outside interference
- Shows importance of the project through personal involvement



Business judge

- Acts as focal point for decisions beyond project manager's scope of authority
- Coaches the project manager
- Uses sound business judgement when making decisions



Filter

- Objectively assesses project relevance
- Helps project manager consider more possible options and reactions
- Avoids getting distracted



Coach and mentor

- Builds and protects confidence, problem-solving skills, and judgement exercised by the project manager
- Helps project manager understand project business context



Seller

- Sells project and benefits to stakeholders
- Believes in the project and speaks positively about it



Negotiator

- Resolves conflict swiftly and decisively
- Overcomes obstacles outside of project manager's control



Motivator

- Asks for and listens to bad news
- Present for celebrations and milestones
- Constantly reminds project manager and project team about importance of the mission

Relationship and selling

- Actively develop and manage relationships with peers in client organization
- Proactively manage politics, keeping relationships going throughout the project and engagement
- Position organization to have significant long-term business relationships

Leadership

- Recognized as a focal point for decisions beyond the project manager's scope of authority
- Proactively involved throughout the duration of the project
- Lead for results and success by conveying a sense of urgency
- Is swift and decisive to resolve conflicts

Project management

- Reinforce application of project management principles and use of project management methodology
- Review and monitor project scope risk
- Promote knowledge creation and reuse

Consulting engagement

- Understand the big picture and effect of the solution on the client
- Identify areas of change and resistance in client organization and alert the project manager

Business management

- Understand and plan for risk across the business
- Coach others on the management of risk
- Understand the implications and cost base for the solution



Sponsorship behaviours