



PMO SOUTH AFRICA
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THE ROLE OF THE PROJECT SPONSOR TRAINING COURSE 11 April 2013

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THE ROLE OF THE PROJECT SPONSOR

Course breakdown:

Project Sponsorship/Executive Sponsorship/Senior Responsible Owners is the ownership of projects on behalf of the client organisation. It is a role within project management. There are two main differences between project sponsorship and project management. Firstly project sponsorship includes the identification and definition of the project whereas project management is concerned with delivering a project that is already defined, if only quite loosely. Secondly the project sponsor is responsible for the project's business case and benefit measurement after the project is complete and should not hesitate to recommend cancellation of the project if the business case no longer justifies the project.

It is important for every project to have a sponsor to:

- Ensure separation of decision making responsibilities between project manager and project sponsor.
- Ensure accountability for the realisation of project benefits.
- Ensure oversight of the project management function.
- Carry out senior stakeholder management.

The project sponsor and project manager should form an effective partnership, with the project manager orchestrating all players involved in delivering the project e.g. designers, manufacturers and contractors, whilst the project sponsor coordinates all departments of the client organisation and associated stakeholders so as to integrate the delivered project into the client organisation and take full benefits from it such that the business case is fulfilled. Because the project sponsor is the 'owner' of the project from conception to commissioning and operation it is particularly important to achieve continuity of the sponsor throughout the project yet correspondingly difficult to achieve because of the extended duration of sponsorship compared to project management.

Questions and Statements:

- Do your staff know the responsibilities for which the project sponsor is accountable to the board for?
- Do your staff know the governance activities that take place between the project sponsor and the project manager?
- Do your staff know what activities take place between the project sponsor and other stakeholders?
- A project sponsor who plays a more active role provides a way to ensure that the success of a project is increased.



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A Project Sponsor should:

- Have an appreciation of corporate strategy
- Be able to prepare a business case
- Should have a profound knowledge of the organisation's operations.
- Be someone who knows his or her way around the organisation and command respect within it.
- Have the following five personal attributes: understanding, competence, credibility, commitment and engagement.

In this course you will learn:

- The basic roles and responsibilities of project sponsors.
- The roles and responsibilities of project sponsors, based on the team and the structure of the company.
- How to take on all or part of the project sponsor's role.
- How to reduce the number of projects failing due to the lack of project sponsorship.
- The various elements of project sponsorship which could cause a project to fail.
- What the possible solutions are to each element mentioned above.
- What the top 10 questions are which should be asked by a project sponsor.
- Project sponsor checklist.
- Basic sponsorship process for a project sponsor.
- How to ensure maximum business value from a project.

Course Topics:

1. Background to project failure pertaining to the project sponsor.
2. Control elements in projects failing due to the lack of project sponsorship.
3. Basic roles and responsibilities of project sponsors.
4. Roles and responsibilities of the project sponsor, based on the team and the structure of the company.
5. Why projects fail.
6. Possible solutions and techniques to stop project failure.
7. Top 10 questions that a project sponsor should ask.
8. Project sponsor checklist.
9. Sponsorship process.
10. How to ensure projects achieve maximum business value and benefits are achieved.



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Summary of your trainer Sean Hay:

- Experience:
 - First networking project – 1995 Consol plastics Durban.
 - First large Corporate project – 1999 Toyota MES System and year 2000.
 - Anglo Vaal mining – Master systems planning – 2002.
 - Derivco/Microgaming – PMO implementation, project software implementation and various online gambling projects – 2004.
 - New production lines – 2007 VW and Toyota.
 - Liberty Properties Soccer 2012.
 - Plus many other projects & customers.
- Qualifications:
 - Master's Degree Project Management.
 - PMP (Project Management Professional) Trainer (Cheetah Learning USA).
 - Project Management Professional.
 - Prince 2 Practitioner.
 - National Diploma Management.
 - Diploma Business Analysis.
 - MCSE+i.
 - 60+ other certificates.

The Role of the Project Sponsor Course is intended for:

- Executives.
- Managers.
- Anyone involved in the budgeting, capex or tender process.
- PMO staff.
- Project Managers.
- Business Analysts.
- Project Staff.

Course Duration:

- 1 Day.