



# Project Sponsorship



**Description:** There are thousands of ways that projects can fail and relatively few to ensure a project's success. One of the critical success factors for today's projects is that of sponsorship. Project Sponsors can have a tremendous impact on the success of projects. However, in reality, they miss the mark and are often uninvolved or over involved and confused about their role. **Project Sponsorship** emphasizes that without a Project Sponsor to set clear, consistent direction for the project team, the project can go off track. The purpose of this course is to assist managers add value as Sponsors of cross-functional project including product development, information technology, organizational change, and process improvement projects.

**Duration:** 1 day

- Learning Objectives:**
- Understand the roles and responsibilities of the Project Sponsor and the Project Manager
  - Set project priorities based on organizational strategic plans
  - Understand the function of a Project Charter and understand its usefulness throughout the project
  - Define achievable project objectives
  - Establish project tradeoffs
  - Identify prerequisites to project planning
  - Conduct the project kick-off meeting
  - Identify the warning signs of a project in trouble and take appropriate corrective action
  - Effectively utilize Project Reviews to monitor progress and provide on-going support

**Suggested Audience:** This seminar has been designed for all individuals responsible for sponsoring projects for their organization and includes individuals who have been delegated authority for project sponsorship.

**Prerequisites:** Participants should be familiar with the concepts of Project Management.

**PMBOK® Guide** Participants are eligible for 7 PDU's.

**Areas Covered:**  
Project Integration Management  
Project Scope Management  
Project Time Management  
Project Cost Management  
Project Quality Management  
Project Human Resource Management  
Project Communications Management  
Project Risk Management  
Project Procurement Management  
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**Topics  
Covered:**

**Course Introduction**

Course Objectives  
What is a Project?  
Why are Projects so Difficult?  
The Project Environment  
What it Takes to Be Successful  
KSI's Project Management Framework  
Project Selection

**1. Initiate the Project**

Initiate Roles and Responsibilities  
Initiate Deliverables  
1.1 Identify the Project Team  
    The Project Sponsor  
    Sustaining Sponsors  
    The Project Manager  
    The Steering Committee  
    Independent Verification and Validation  
Project Definition  
1.2 Review the Project Prerequisites  
    The Project Data Sheet  
1.3 Define the Project Structure  
    Change Management Guidelines

**2. Plan the Project**

Plan Roles and Responsibilities  
Plan Deliverables  
2.1 Define the Work  
2.2 Develop the Initial Schedule  
2.3 Analyze Resource Requirements.  
2.4 Refine the Project Plans  
2.5 Assess Project Risk  
2.6 Set the Baseline and Publish Plans

**3. Manage the Project**

Manage Roles and Responsibilities  
Manage Deliverables  
3.1 Collect Progress Data  
3.2 Analyze Impact and Reassess Plans  
3.3 Report on Project Status  
    Formal Project Reviews  
    Project Recovery

**4. Close the Project**

Close Roles and Responsibilities  
Close Deliverables