Sponsoring Projects

Sponsoring Projectst?
Many senior managers achieve business objectives by com-
missioning projects from their subordinate project managers.
From that moment onwards the senior manager may be in an
exposed position, as the day-to-day detail of the project is
handled by the project manager. This situation is exacerbated
when the project manager works for a supplier organisation.
Some senior managers find this situation very risky, and,
maybe under the pretext of 'help', micromanage the project
manager. Other senior people are so busy that they 'delegate'
(or is it abdicate?) the control to the project manager. Getting
the balance right between abandoning and dominating the
project manager is central to the success of the business. This
course offers practical guidance and approaches to improve
this vital business interface.

Course Description
This 2-day management course is based upon the range of
best practice processes described in the PMI's publication
PMBoK®, but uses a generic approach to managing projects. It
offers the senior manager guidance on how to build a profit-
able relationship with their project managers.
The course is practical, in order to develop effective manage-
ment habits and instincts.

Course Objectives
On completion of this course delegates will be able to improve
their success rate in managing project managers in a wide
variety of environments and application areas

Who should attend?
People who are managing project managers, and who are
looking for guidance as to how they might influence the
success of the project in a constructive manner. Project Spon-
sors will also benefit from this training course.

Further Progression
This course forms the entry into a wide range of project
management events, with a curriculum of core skills and
specialist events available as follow-up to this course.
Some delegates may wish to progress to professional project
management qualifications, and Obsideo offers a full range of
courses in this direction. As this course is based upon the
global standard PMBoK® it delivers 14 PDUs (Professional
Development Units).

DURATION   2 DAYS

Course Content

Course Introduction
Administration, Objectives, Overview of various
standard methodologies

Managing the Lifecycle
The early part of the project can be very important in
establishing good working communications between
the key players.

Defining the Roles
The senior manager is often in the role of 'sponsor',
commissioning work from a project manager. Some-
times this PM is internal to the organisation, some-
times external.

Questions to Ask
When a project manager brings a project plan to the
senior manager the PM is looking for criticism of the
'right' type; not of the technical details, but of the
processes used to create the plan.

Managing Through Milestones
Milestones are very widely known, and widely
misunderstood. They can be very useful in maintain-
ing control from a distance.

Managing Conflict in the Project Team
Conflict can build up in a project team for many
reasons. The senior manager may have a role to play
in recognising conflict, and managing the situation.

Managing Stakeholders
We should not forget that the project team do not
deliver business benefit; they deliver the capability
for someone else to create business benefit. This
'someone else' forms part of the corps of project
stakeholders, and managing the relationships with a
wide range of stakeholders is now a vital skill for all
management levels associated with a project.

Managing Projects Across Cultural Boundaries
Many projects nowadays require the involvement of
team members from different cultures. There are
some excellent theories of culture, and this session
combines them with some practical advice.

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