



# Strategies for Project Sponsorship

*Vicki James, Ron Rosenhead, Peter Taylor*

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The project sponsor is critical to project success, yet it is a role that is often assigned to a member of the organization with little knowledge or training in project management practices. This creates challenges not only for the sponsor but for the project manager. The organization suffers too if key members of the project team are not fully utilized, as valuable resources are wasted.

In *Strategies for Project Sponsorship*, the authors address this challenge from all three vantage points—that of the project manager, the project sponsor, and the organization. Based on their practical experience and solid research, they offer practical methods that project managers can use to optimize the participation of the sponsor. They also offer clear and straightforward guidance for project sponsors on how to properly execute their duties and contribute to project success. Executives will gain valuable perspective on the organization's projects and key players.

From defining the roles and responsibilities of the project sponsor to suggesting specific practices that maximize the working relationship between the sponsor and project manager, this book is the ultimate guide. Examples from real-world sponsor experiences, as well as tips, techniques, and tools, enhance its applicability and practicality.

This book should be given to every newly assigned project sponsor, read and referred to by every project manager, and on the desk of every organizational executive as a reference.

Contents: Defining Good Sponsorship • For the Project Manager • PM Roles and Responsibilities • Challenges of Working with Real Sponsors • When All Else Fails • For the Sponsor • Project Primer for Project Sponsors • For the Organization • Looking Ahead

## About the Authors

Vicki James has spent more than a decade in the public sector successfully delivering projects to support governmental operations. She is president of the International Institute of Business Analysis (IIBA) Seattle chapter and contributes to professional project management publications. She holds certifications as both a Project Management Professional (PMP) and a Business Analysis Professional (CBAP).

Ron Rosenhead has over 25 years as a trainer and consultant, most recently specializing in helping organizations ensure project success. He has personally trained and coached over 10,000 individuals in project management in both the private and public sectors. He is a professional speaker, a regular blogger, and author of *Deliver the Project*.

Peter Taylor has been involved in project management for more than 27 years, heading a project management office (PMO) for the last eight years. He is now a PMO coach and speaks internationally on project management topics. He is the author of *The Lazy Project Manager*, *The Lazy Winner*, *The Lazy Project Manager* and the *Project from Hell*, *Leading Successful PMOs*, and *Project Branding*

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