



04 OCTOBER 2018

# **The Role of a Sponsor in Delivering Successful Projects**

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## What is a Sponsor?

“Sponsorship of a Project, Programme or Portfolio is an important senior management role. The Sponsor is accountable for ensuring that the work is governed effectively and delivers the objectives that meet identified needs.”

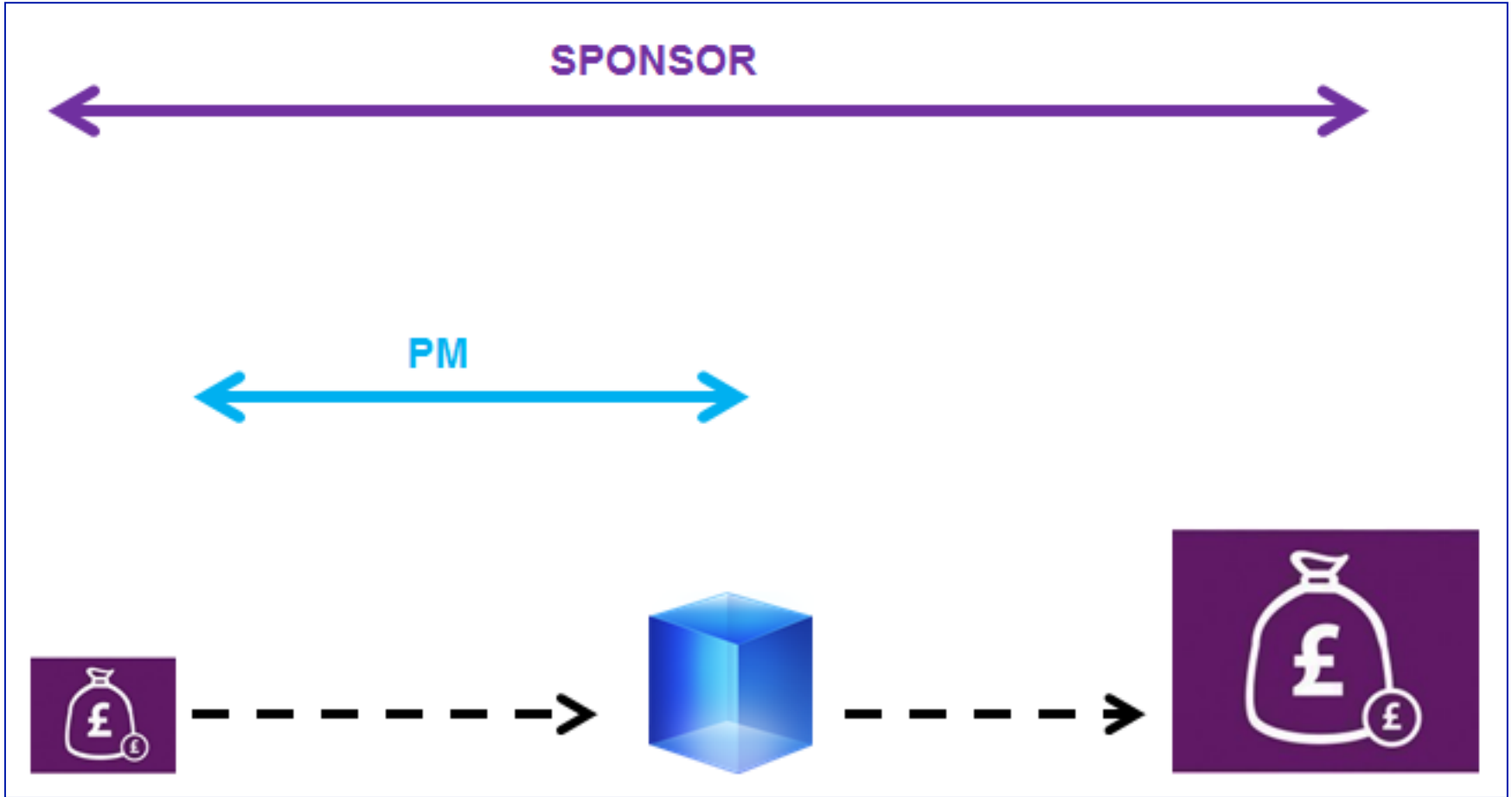
APM BoK 6<sup>th</sup> Ed.

## Sponsor Responsibilities

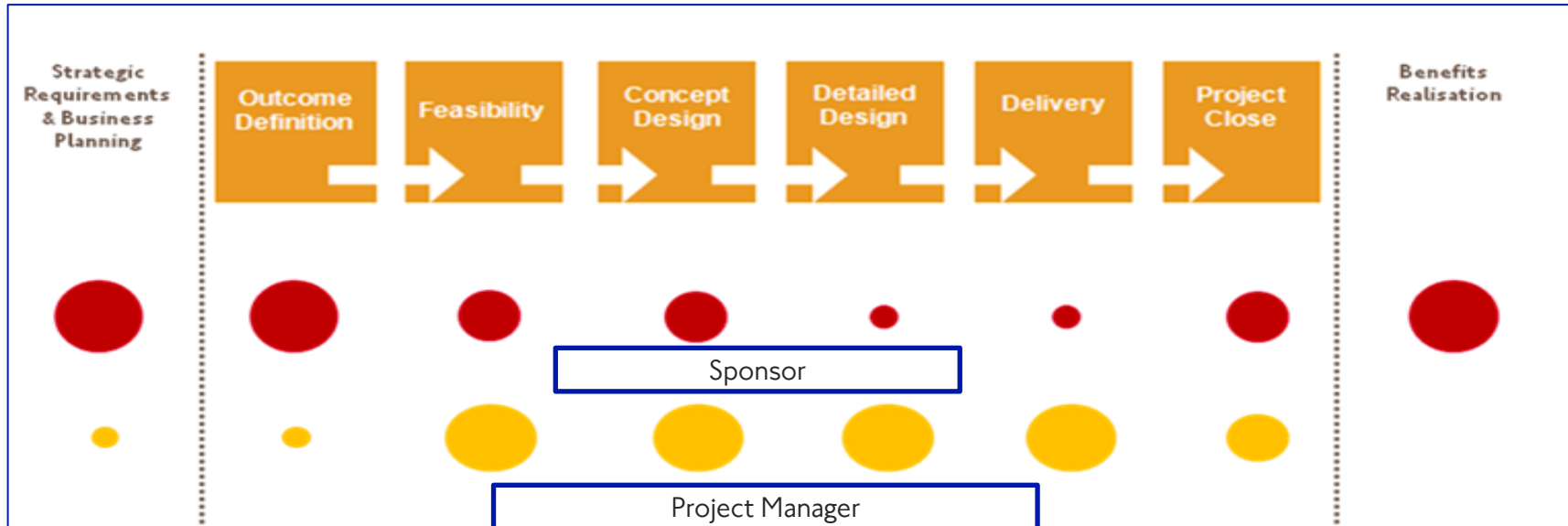
- **Defines Benefits Management Strategy and Value Plan** – and ensures these are strategically aligned to the organisation
- **Owns Business Case** – safeguards business need and delivers benefits
- **Secures funding** – including third party contributions
- **Sets Project Requirements** – sets baseline scope
- **Approves the Project Execution Plan** – approves cost and schedule for delivery of baseline scope and agrees project controls
- **Stakeholder Management** – identification and management
- **Reporting function** – across business and externally
- **Governance** – Authority submissions, management of finance and value, approval of changes, stage gate approvals e.g. 'go/no go'
- **Benefits realisation** – how do we know it was a success?
- **Lessons Learned** – knowledge sharing/feedback



4 What is Important?



# When is a Sponsor Required?



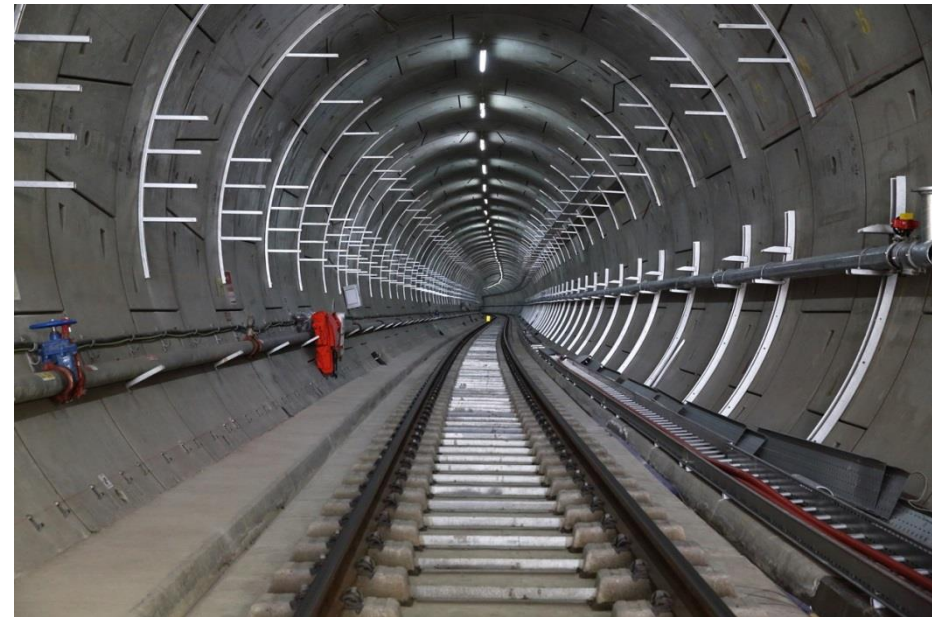
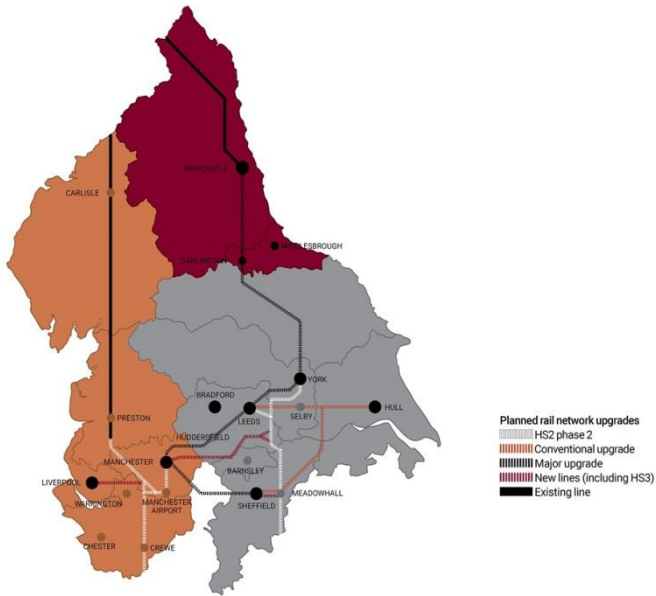
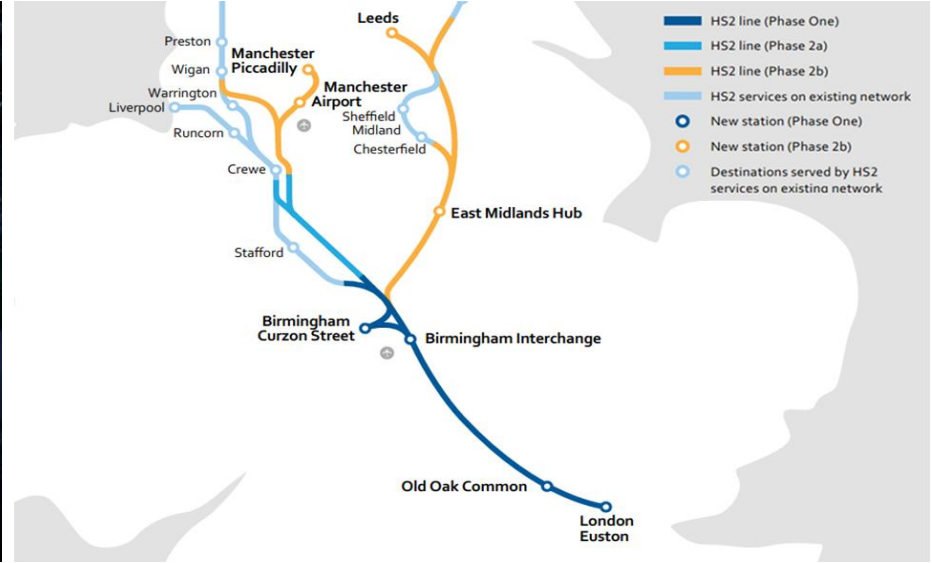
# 6 Sponsor versus Project Manager Success Criteria



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# Is sponsorship required?



Questions?

