

Project Sponsorship

Senior Management's Role in the Successful Outcome of Projects

WCP

What our clients have to say about this course...

"A must for all Senior Management staff including Executive committee. Very useful."
– Shafteek Ali, Alberta Ministry of Agriculture and Food

"Excellent areas of coverage and I'm sure usable at the Sr. level to propel our organization forward."
– John Swan, Town of Markham

"Course was well thought out for all types of organizations with too many projects and too few resources!"
– Robert Steinberg, Grand River Conservation Authority

"Excellent incorporation of formal PM practices. Closely linked to PMBOK. Incorporated relevant company info."
– Participant, Clarica Insurance

"All content was very applicable and I will use many examples in my daily work. Excellent seminar!"
– Liz Duncan, Shepell-fgi

As a senior manager, you are responsible for ensuring projects are aligned with strategic goals, and that limited corporate resources are being used effectively. You need to know that things are being done right – and if they're not, you need to get involved – before it's too late.

As a senior manager, you may also be called upon to "Sponsor" a project. But what does that mean? The role of Project Sponsor, is one of the least understood roles within project management, yet it is one of the most significant roles.

We don't expect project managers to understand everything there is to know about project management just because we give them the title of project manager — so why do we expect senior managers to automatically understand what is involved in sponsoring projects?

In 1999, at the direct request of one of our clients, WCP developed a course designed specifically for senior managers and their role as project sponsors. We believe this to be the first project management course of its kind in Canada. Through guided discussions and group exercises, senior management learn how to promote a culture of project management excellence in their organization. They also learn specific activities they should be doing as sponsors of a project, specific things they should look for in projects they are sponsoring, and specific questions they should be asking of project managers and teams throughout the project lifecycle.

Perhaps the value of this course was summed up best by a VP of a large company who, during the final wrap-up of the *Project Sponsorship* session, made the following statement: "I now understand that a project I recently sponsored was not nearly as successful as it could have been — partly due to my not having understood my role as sponsor". Project success is a team effort, and when the project sponsorship role is better understood, the whole team benefits.

Please see the following pages for the full course description.

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Projects are the means through which organizations achieve their goals and satisfy client needs. Successful implementation of projects is therefore critical to an organization's profitability and overall performance. It is no wonder that project management skills and the integration of a sound project management culture are a priority for leading organizations.

This 1-day course examines senior management's role in the successful management of projects and the creation of a sustainable project management culture within the organization.

Who Should Attend

The Project Sponsorship course is designed for senior level managers responsible for:

- Making or contributing to decisions related to project priorities, staffing, and strategic planning
- Authorizing projects

Typical participants include:

- Corporate Executives
- VPs
- Directors
- Managers of Project Management Office
- Senior Project Managers

Materials

- Course binder containing presentation slides, exercises and sample solutions
- A colour poster summarizing the key roles of the project Sponsor through each phase of the project lifecycle
- A CD containing course and general project management reference materials
- A framed certificate of completion

Learning Objectives

Participants of this course will know how to...

- Actively sponsor projects through each phase of the project lifecycle
 - Know what to ask — to ensure things are being done right
 - Know what to look for — without having to micro-manage
 - Know what to do — to make the most of the project Sponsor role
- Foster a healthy environment for project management success
- Encourage the right type of project organization
- Deal with the specific challenges of a matrix organization
- Seek and obtain the kind of information that enables prioritizing of projects — with confidence
- Knowing how to evaluate a project plan to determine if it is realistic — or just a pretty picture
- Deal with project uncertainty and risk
- Ensure accountability on projects
- Identify whether or not project contingency has been dealt with realistically
- Identify when things aren't going well — before it's too late to do something about it
- Make the 'tough' decisions regarding how to (or whether not to) allow a project to proceed past key points

Course Outline

Phase 1: Project Prioritization Issues

- Aligning projects with corporate priorities
- Setting the right tone
- What to expect from a Project Charter
- Stakeholder identification issues
- Sponsor's role during the Initiation phase:
 - Things to do
 - Things to look for
 - Things to ask

Phase 2: Project Definition

- What to expect in a Work Breakdown Structure
- Ensuring that quality has been built in throughout the project
- Ensuring that resource/capacity issues have been considered
- Encouraging realistic budget estimates
- Dealing with project risk
- Dealing with accountability/responsibility issues
- Why critical path scheduling is important
- Project contingency issues – what you need to know
- Sponsor's role during the Definition phase:
 - Things to do
 - Things to look for
 - Things to ask

Phase 3: Project Implementation

- What to look for in status reports
- Providing a clear mandate on how – or whether not to – move forward at key stages
- Sponsor's role during the Implementation phase:
 - Things to do
 - Things to look for
 - Things to ask

Phase 4: Project Completion

- What to look for at the completion of a project
- Sending the right message
- Sponsor's role during the Completion phase:
 - Things to do
 - Things to look for
 - Things to ask

Course Wrap-up



Detailed Logistics:

Date - Participants may attend either of the following two sessions:

- Session 1 Thursday, August 13, 2009
- Session 2 Thursday, October 8, 2009

Schedule

- 8:00 – 8:30 Registration and continental breakfast
- 8:30 – 12:00 Workshop
- 12:00 – 1:00 Executive Lunch and networking
- 1:00 – 4:30 Workshop
- 4:30 – 5:00 Optional – Join us for cappuccino and networking

Location

[Sheraton Parkway Toronto North Conference Centre](#)

The Sheraton Parkway is an award-winning full service hotel. Participants of the Project Sponsorship course will be provided with a continental breakfast before the sessions, and an executive lunch with ample time for networking. At the end of the day, before heading off, participants are invited to spend a half hour enjoying a cappuccino while spending some additional time networking. Wi-Fi internet access and a complete business centre will also be available the entire day should participants require them.

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Driving Directions

From North

Take Highway 400 South to Highway 7, and go east on Highway 7 for 12 miles. The hotel will be on the left hand side of the road.

From South

Take Don Valley Parkway North (which turns into Highway 404). Exit Highway 7, and go west 1 block. The hotel will be on the right hand side of the road, just past the Esso station. Or take QEW to 401 and follow directions from the West.

From East

Take Highway 401 West to Highway 404 North (look for the Don Valley Parkway sign). Go north to Highway 7, exit, turn left, and head west on Highway 7. The hotel is on right hand side 2 lights ahead.

From West (From the Airport)

Take Highway 401 East to Highway 404 North, exit and turn left at Highway 7. The hotel will be on the right hand side of the road.

Accommodations

For those travelling in from out of town, a number of rooms have been reserved at the Sheraton for workshop participants. Hotel registration can be made by calling the hotel directly at 1-800-668-0101. Please use reference *WCP – Sponsorship Workshop* when booking.

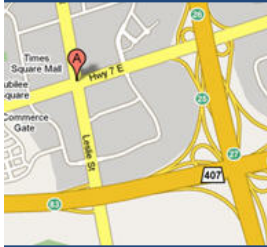
Fees

The fee for this one-day executive session is \$1047 + GST.

Registration

Register on-line www.wcpconsulting.com/catalog
Or send an email to registration@wcpconsulting.com

Conveniently located just NW of Hwy 407 & Hwy 404



30 minutes from:

- Toronto City Centre
- Pearson International
- Oshawa

60 minutes from:

- Barrie
- Hamilton

75 minutes from:

- Waterloo



For more information visit www.wcpconsulting.com or call 905-660-7184