

# Guidelines for successful sponsorship



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## Sponsorship role through the phases of a project

<p><b>Beginning</b></p>	<p>Give:</p> <ul style="list-style-type: none"> <li>• Clear objectives</li> <li>• Time and attention to the project manager, team leader, and facilitator</li> <li>• Responsibility to implement the project</li> <li>• Time and resources to complete the project</li> <li>• Protection from outside pressures</li> <li>• Accountability for project success or failure</li> </ul>
<p><b>Middle</b></p>	<p>Authorities &amp; Responsibilities:</p> <ul style="list-style-type: none"> <li>• Have budget authority</li> <li>• Communicate</li> <li>• Coach</li> <li>• Remove obstacles</li> <li>• Monitor and enforce boundaries</li> <li>• Liaison with rest of organization</li> <li>• Deal with political issues</li> <li>• Be willing to commit and take a stand</li> </ul> <p>Ask the team:</p> <ul style="list-style-type: none"> <li>• "What are the targets/goals?"</li> <li>• "What is the project plan?"</li> <li>• "What is the actual status compared to the baseline plan?"</li> <li>• "What are the key risks, and what are the mitigation plans?"</li> <li>• "What and how do the stakeholders think and feel?"</li> <li>• "How do you know?"</li> <li>• "How can I help?"</li> </ul>
<p><b>End</b></p>	<p>Ask the implementing team</p> <ul style="list-style-type: none"> <li>• "What are the targets/goals?"</li> <li>• "What is the project plan?"</li> <li>• "What is the actual status compared to the baseline plan?"</li> <li>• "What are the key risks, and what are the mitigation plans?"</li> <li>• "What and how do the stakeholders think and feel?"</li> <li>• "How do you know?"</li> <li>• "How can I help?"</li> </ul>