



THE SPONSORSHIP CHECKLIST

- Provides direction and guidance for strategies and initiatives
- Works with the project manager to develop the project charter
- Identifies and quantifies business benefits to be achieved by successful implementation of the project
- Makes go/no-go decisions
- Evaluates the project's success upon completion
- Negotiates funding for the project
- Actively participates in the initial project planning
- Reviews and approves changes to plans, priorities, deliverables, schedule, and more
- Identifies project steering committee members
- Gains agreement among stakeholders when differences of opinion occur
- Chairs the project steering committee
- Assists the project when required (especially in an out-of-control situation) by exerting organizational authority and the ability to influence
- Helps resolve interproject boundary issues
- Supports the project manager in conflict resolution
- Advises the project manager of protocols, political issues, and potential sensitivities
- Makes the project visible within the organization
- Encourages stakeholder involvement and builds and maintains their ongoing commitment through effective communication strategies

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