

# Sponsor Success: The What's and How's for Business Improvement Projects

Sponsors play a pivotal role in the success of business improvement projects. They provide the vision, resources, and support needed to drive initiatives forward. However, sponsoring a project is not without its challenges. Sponsors need to understand their role and responsibilities, and they must be equipped with the knowledge and skills to effectively guide projects to success.

In this comprehensive guide, we will delve into the world of sponsor success. We will explore the what's and how's of sponsor involvement, providing practical insights and best practices to help sponsors maximize their impact on business improvement projects.



## sponsor **SUCCESS** - The **WHATs** and **HOWs** for business improvement projects by Dr Morgan L Jones

★ ★ ★ ★ ☆ 4.5 out of 5

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## **Understanding the Role of a Sponsor**

Simply put, a sponsor is the individual who owns the business case for a project. They are responsible for ensuring that the project aligns with strategic objectives, and they provide the authority and resources to make decisions. The sponsor's role is critical to the success of a project, as they set the tone and provide the necessary support to keep the project on track.

Key responsibilities of a sponsor include:

- Defining the project's vision and goals
- Securing funding and resources
- Approving major project decisions
- Providing guidance and support to the project team
- Removing obstacles and ensuring accountability
- Celebrating successes and learning from failures

## **Qualities of a Successful Sponsor**

Effective sponsors possess a unique blend of qualities that enable them to successfully lead projects. Here are some of the key characteristics of successful sponsors:

- Strong leadership skills: Sponsors need to be able to inspire and motivate their teams, and they must have the ability to make tough decisions when necessary.

- Strategic thinking: Sponsors need to have a clear understanding of the organization's strategic objectives, and they must be able to align projects with those objectives.
- Business acumen: Sponsors need to have a solid understanding of the business, and they must be able to assess the potential risks and benefits of projects.
- Communication skills: Sponsors need to be able to communicate effectively with a variety of stakeholders, including project teams, executives, and customers.
- Commitment: Sponsors need to be committed to the success of their projects, and they must be willing to invest the time and effort required to see them through to completion.

## **How to Ensure Sponsor Success**

There are a number of best practices that organizations can follow to ensure that their sponsors are successful. Here are some of the most important:

- Clear communication: Organizations need to clearly communicate the role and responsibilities of sponsors. This includes providing training and ongoing support to ensure that sponsors are equipped with the knowledge and skills they need to be successful.
- Alignment with strategic objectives: Organizations need to ensure that project sponsors are aligned with the organization's strategic objectives.

This can be done through regular communication and by providing sponsors with access to relevant information and resources.

- Support from senior management: Senior management needs to support sponsors by providing them with the authority and resources they need to be successful. This includes giving sponsors the flexibility to make decisions and the ability to access funding and other resources.

- Regular monitoring: Organizations need to regularly monitor the progress of projects and provide sponsors with feedback on their performance. This feedback can be used to identify areas for improvement and to ensure that projects are on track to meet their goals.

### **Benefits of Sponsor Success**

There are a number of benefits to having successful sponsors involved in business improvement projects. These benefits include:

- Increased project success rates: Successful sponsors are more likely to lead projects to success, as they provide the necessary vision, support, and resources.

- Improved alignment with strategic objectives: Successful sponsors ensure that projects are aligned with the organization's strategic objectives, which helps to maximize the impact of projects on the business.

- Increased efficiency and productivity: Successful sponsors help to keep projects on track and on budget by providing guidance and support to the project team.

- Improved communication and collaboration: Successful sponsors facilitate communication and collaboration between the project team and other stakeholders, which helps to ensure that everyone is working towards the same goals.

- Increased innovation: Successful sponsors encourage innovation by providing the project team with the freedom to experiment and take risks.

Successful sponsors are essential to the success of business improvement projects. They provide the vision, resources, and support needed to drive initiatives forward and achieve desired outcomes. By understanding the role of a sponsor, the qualities of a successful sponsor, and how to ensure sponsor success, organizations can increase the likelihood of project success and maximize the impact of business improvement projects on the organization.



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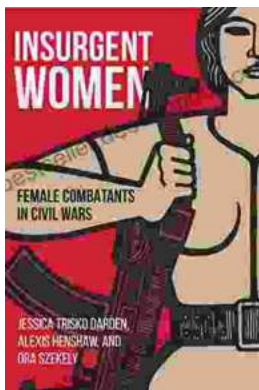
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