

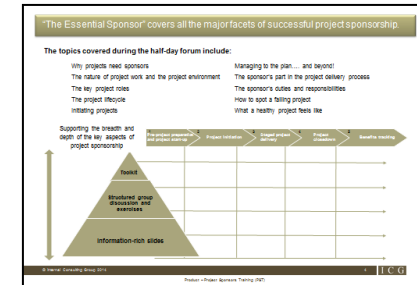
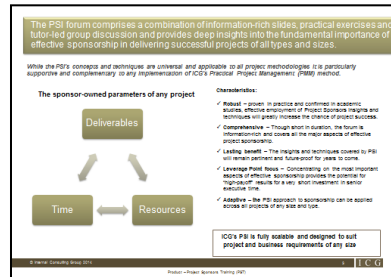
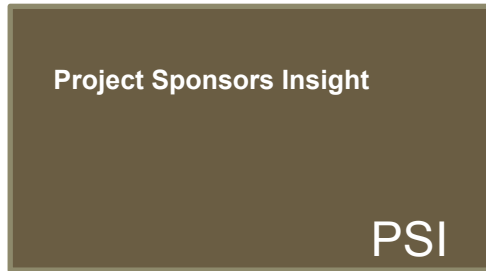


Project Sponsors Insight (PSI) – “The Essential Sponsor”

A short, intensive workshop and forum on the crucial role of the sponsor in the delivery of successful projects.



Project Sponsors Insight (PSI) is a half-day, intensive workshop and forum for senior and top-tier executives likely to be sponsoring projects on behalf of their organisation.



Prices:

US\$ 20,000
(for up to 8 delegates,
minimum 4 delegates)

Published research* has shown unequivocally that poor, absent or inadequate sponsorship is a common and fundamental reason for project failures in all sizes and types of organisation.

ICG's Project Sponsors Insight - themed "The Essential Sponsor" - provides valuable and lasting assistance to senior and top-tier executives by:

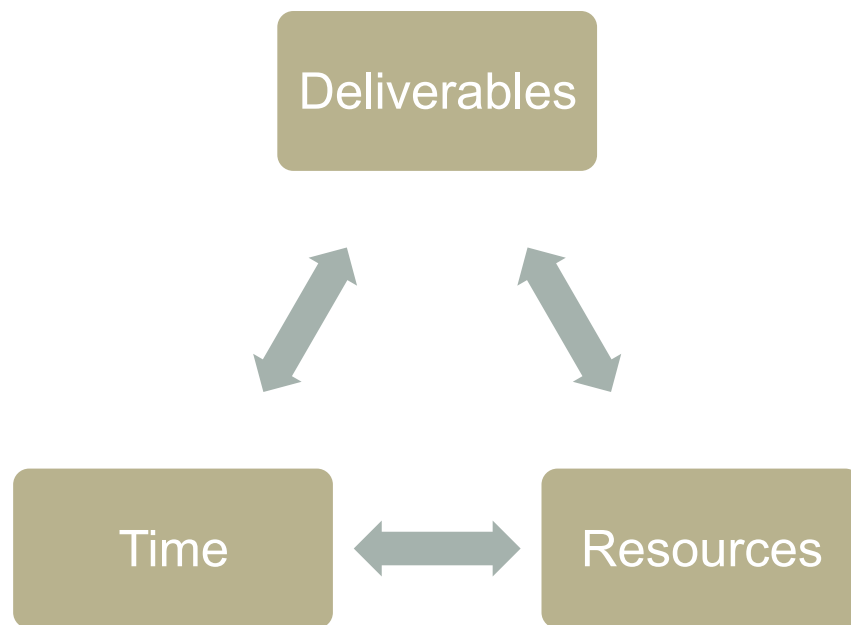
- helping them to comprehend the importance of their role in successful project delivery
- providing guidance on how to shape and direct the delivery of projects for which they are responsible
- showing how tried and tested tools and techniques will significantly improve their effectiveness in the role
- understanding the crucial relationship between the roles of the project manager and the sponsor
- showing how to ensure their projects can attain and maintain the right profile, prominence and support within their organisation
- ensuring relevance to delegates through workshop exercises on clients' live projects
- Including a comprehensive sponsor's self-assessment scorecard

* Sources: (1) KPMG New Zealand Project Management Survey 2010. (2) PMI 2010 Survey - White Paper on "Executive Engagement: The Role of the Sponsor"

The PSI forum comprises a combination of information-rich slides, practical exercises and structured group discussion and provides deep insights into the fundamentals of effective sponsorship in delivering successful projects of all types and sizes.

While the PSI's concepts and techniques are universal and applicable to all project methodologies it is particularly supportive and complementary to any implementation of ICG's Practical Project Management (PMM) method.

The sponsor-owned parameters of any project



Characteristics:

- ✓ **Robust** – proven in practice and confirmed in academic studies, effective employment of PSI tools and techniques will greatly increase the chance of project success.
- ✓ **Comprehensive** – Though short in duration, the forum is information-rich and covers all the major aspects of effective project sponsorship.
- ✓ **Lasting benefit** – The insights and techniques covered by PSI will remain pertinent and future-proof for years to come.
- ✓ **Leverage Point focus** – Concentrating on the most important aspects of effective sponsorship provides the potential for “high-payoff” results for a very short investment in senior executive time.
- ✓ **Adaptive** – the PSI approach to sponsorship can be applied across all projects of any size and type.

ICG's PSI is fully scalable and designed to suit project and business requirements of any size

“The Essential Sponsor” covers all the major facets of successful project sponsorship.

The topics covered during the half-day forum include:

Why projects need sponsors

The nature of project work and the project environment

The key project roles

The project lifecycle

Initiating projects

Managing to the plan.... and beyond!

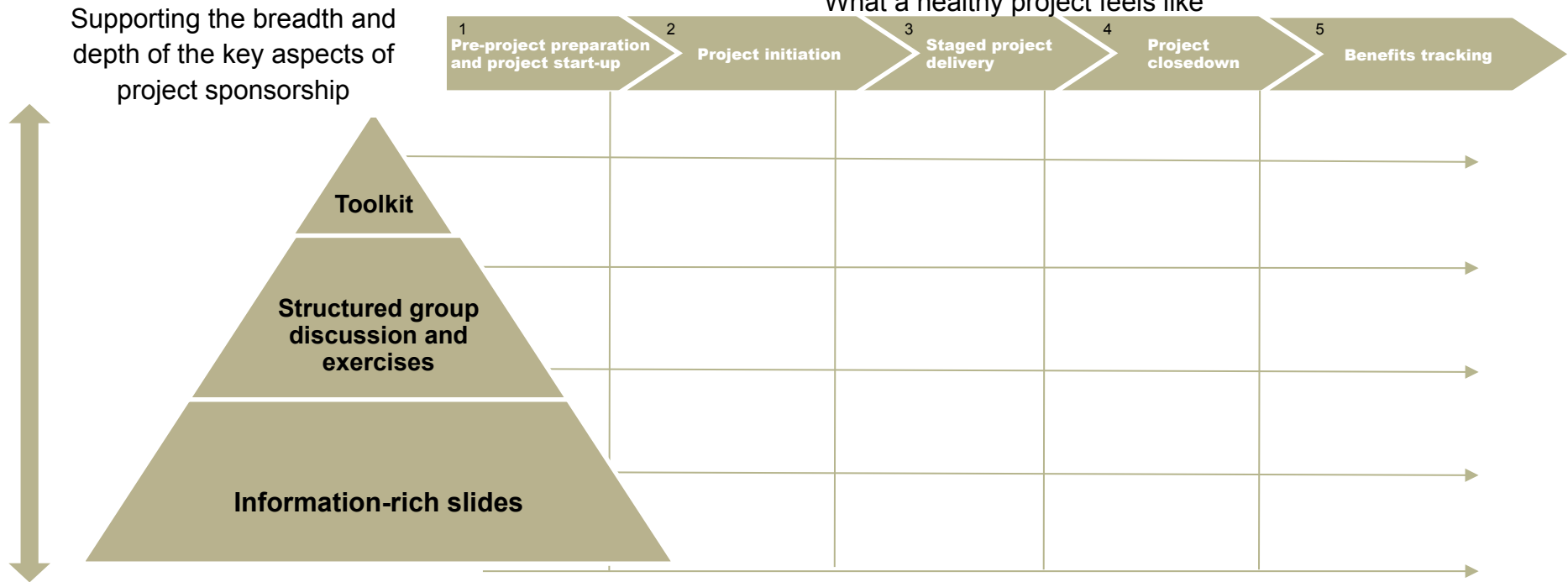
The sponsor’s part in the project delivery process

The sponsor’s duties and responsibilities

How to spot a failing project

What a healthy project feels like

Supporting the breadth and depth of the key aspects of project sponsorship



Using slides, group exercises and discussion, PSI provides C-suite and senior managers with a deep insight into the role and – especially – the responsibilities of project sponsorship

- Slides are punctuated with frequent exercises and many opportunities for interaction and discussion
- A particular feature is the ability to use delegates' real project situations in the exercises and discussions
- Delegates receive a sub-set of the tools and templates supplied with the Practical Project Management (PPM) – to show the tools, templates and reports they should expect to see from their own projects
- Delegates also receive a comprehensive automated scorecard for self assessing their own performance as a sponsor

The Essential Sponsor
Initiating Projects

Exercise
Take Me on Holiday!

The Essential Sponsor
Shaping & Justifying Projects

Project Prioritisation is a GROUP activity:

High	Simplify & Plan	Priority
Low	Don't do them	Be very selective

Any suggestions how this might be done?

The Essential Sponsor
The Key Project Roles

Key Roles Exercise:

Project Name	Sponsor	Senior User(s)	Senior Supplier(s)

Let's fill in the blanks with some real data from your projects

Self-assessment Scorecard for Project Sponsors

ICG

Project Name: _____
Project Sponsor: _____
Date of this assessment: _____

Project Management (Rating: 4) | Entry | Score

- For my projects, I have either:
- No Project Manager, OR
- Not more than one Project Manager, OR
- Only one Project Manager.
This question is not clear or I am not sure how to answer it.
- I meet regularly with my Project Manager either:
- At least once a week, OR
- At least once a month, OR
- Never (or almost never).
This question is not clear or I am not sure how to answer it.

Project Steering Committee (Rating: 4) | Entry | Score

- I attend and chair my Steering Committee meetings, either:
- At least once a week, OR
- Occasionally, OR
- Never (or almost never).
This question is not clear or I am not sure how to answer it.
- I have discussed their project cases with each member of my Steering Committee to ensure the understanding necessary for Senior Users and Senior Suppliers.
This question is not clear or I am not sure how to answer it.

Project Delivery Process (Rating: 10) | Entry | Score

- I understand and know my Project Delivery Process and know clearly where my project currently sits in the process.
This question is not clear or I am not sure how to answer it.
- I actively use the Project Delivery Process as a check list to direct and guide my project through its lifecycle.
This question is not clear or I am not sure how to answer it.
- I have been open in bringing in our own cases and in getting advice from the sponsor for my projects.
This question is not clear or I am not sure how to answer it.
- I have been open to the delivery of my projects benefits in line with the business case.
This question is not clear or I am not sure how to answer it.

Project Portfolio (Rating: 7) | Entry | Score

- I have a copy of my project POK and it is accurate and fully up to date.
This question is not clear or I am not sure how to answer it.
- I actively participate in definition workshops and provide other inputs to my projects POK.
This question is not clear or I am not sure how to answer it.

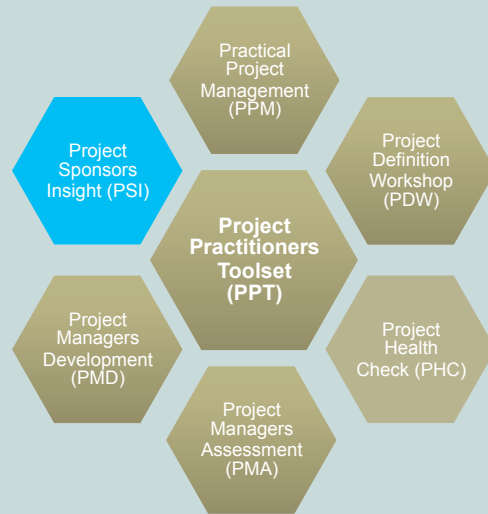
Page 1 of 3

Project Sponsors Insight (PSI) is a member of the Project Practitioners Toolset – designed to bring excellence in project delivery capability to organisations of any type, size or geographical location.



- Each member may be implemented or executed:
 - on its own,
 - in conjunction with any other or
 - as part of the whole Toolset
- Though complimentary to each other, each brings its own benefits and all can be simply tailored to meet client-specific requirements
- Case studies show the practical value realised by clients using these products world-wide.

Project Sponsors Insight (PSI) – case study 1



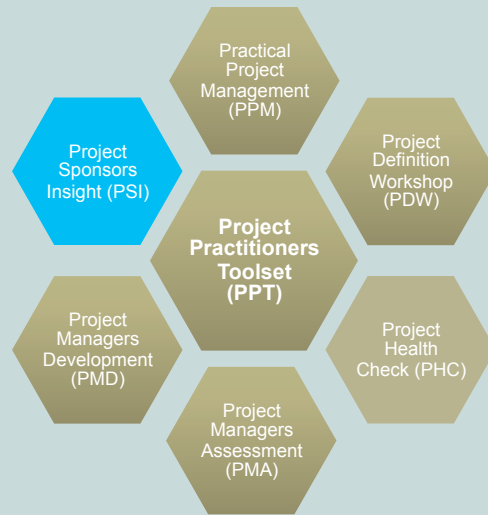
A leading UK cement manufacturer:

In reacting to innovative and aggressive competition in its market place, this client had, piece by piece initiated a portfolio of new projects which eventually exceeded the capacity of its management resources - especially sponsors – to control and deliver.

As part of its strategic review to resolve the problem, Practical Project Management (PPM) was adopted as the standard project management method and (PSI) was introduced at C-suite level and immediately below to ensure project sponsors fully understood their role, responsibilities and the level of commitment required for effective sponsorship. Since PSI is closely aligned to PPM, it also had the beneficial effect of greatly improving communication and understanding between sponsors and their project managers.

On completion of its strategic review, the client undertook a fundamental transformation programme in which both PPM and PSI played a central role.

Project Sponsors Insight (PSI) – case study 2



The world-leader in manufacturing welding equipment and consumables:

The CEO of this group of companies, perceiving deficiencies in the project delivery capability of the company world-wide, introduced Practical Project Management (PPM) as a global standard and instigated a programme of training in the Method for project managers in all territories.

At the same time, a review of all aspects of project delivery capability revealed that poorly understood project sponsorship was playing a significant role in projects being delivered late, with impaired functionality or in some cases, unaligned with strategic objectives.

In tandem with project management training therefore all C-suite executives and anyone else likely to be sponsoring projects of any type were required to attend a Project Sponsors Insight session. In all some 116 delegates attended 16 sessions delivered in 11 countries..



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Email enquiries@internalconsulting.com or
visit our website at www.internalconsulting.com