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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