On the Agenda

- Role of the Sponsor
- Selecting the right Sponsor for your Project
- The PM / Sponsor relationship
- What to escalate, and when
- What to do when your Sponsor joins the undead
Role of the Sponsor

- Executive vs. Project Sponsor
- Accountability and authority
- Approves deliverables, changes in scope
- Secures funding, makes resources available
- Participates in top level project decisions
- Resolves major issues
- Feasts on the flesh of underperforming resources
Choosing a Sponsor

• Perhaps they have chosen you...
• Should be the highest ranking person who will be directly impacted by this work
• Available to engage for duration of project
• Co-sponsor option: client and tech side
• Set expectations in advance - time commitment, decision authority, leadership
• Check for fangs (day and night), serve garlic
PM / Sponsor Relationship

- Project kickoff meeting: set tone, support PM
- Strategy statements: Can I quote you on that?
- Advice and consent
- Regular touch bases, document outcomes
- Never schedule meetings when moon is full
Escalating Issues

- Avoid surprises (status reports, TBs)
- Always bring a recommended solution
- Global vs. local messages
- The carrot vs. the stick (try the carrot first, let your sponsor use the stick)
- When escalating resource issues, go up and over
- Pick your battles - you only die twice
Undead Sponsors

Is my sponsor a zombie?

- Not returning your email is not enough evidence
- Undead sponsors are more likely to be decisive, which can be an advantage
- Keep back ~10 feet, no meat in your pockets
- Separate the head from the project
- I’ve found it’s generally not a problem
- Sponsors can be tricky - talk to PMG
Comments & Questions