



Chapter 10

Working with Executives

Chapter 101



Knowing When To Seek Out The Project Sponsor

Chapter 102



The Executive Sponsor's Role

- ❖ Major participation in sales effort and contract negotiations
- ❖ Establishes and maintains top-level client relationships
- ❖ Assists project manager in getting the project underway (planning, procedures, staffing, etc.)
- ❖ Maintains current knowledge of major project activities (receives copies of major correspondence and reports, attends major client and project review meetings, visits project regularly, etc.)

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Executive Sponsor (Continued)

- ❖ Handles major contractual matters
- ❖ Interprets company policy for the project manager
- ❖ Assists project manager in identifying and solving major problems
- ❖ Keeps general management and company management advised of major problems

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Sponsor Activities

- ❖ Assisting the project manager in establishing the correct objectives for the project
- ❖ Providing guidance for the project manager in organizing and staffing the project team
- ❖ Explaining to the project manager the environmental/political factors that could influence the project's execution
- ❖ Establishing the priority for the project (either individually or through other executives) and informing the project manager of the established priority and the reason for the priority

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Sponsor Activities (Continued)

- ❖ Providing guidance for the establishment of policies and procedures by which to govern the project
- ❖ Functioning as the executive-client contact point

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Sponsorship Problems

- ❖ Problem-solving delays
- ❖ Unresolved policy issues
- ❖ Lack of prioritization
- ❖ Who resolves problems if the sponsor and the project manager disagree?

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Working With The Onsite Reps

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Project Management Competitiveness



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