



## Project Sponsorship

The Cadence Masters Series also includes the following courses:

- PMP®/CAPM® Certification Exam Prep
- OPM3® ProductSuite Assessment
- Agile Project Management
- Agile Explained
- Agile Requirements Gathering

### Questions?

Contact Cadence at  
503.223.3623 or  
800.448.0173  
or online at  
[www.cadencemc.com](http://www.cadencemc.com)

As with all Cadence offerings, the course format emphasizes practical and straightforward techniques to facilitate retention and immediate application after the seminar.

Cadence Management Corporation  
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Portland, OR 97201-5463

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## Project Sponsorship

### *Why Should I Take This Workshop?*

All projects need an executive sponsor. Upper management support for projects consistently surfaces as a critical success factor. However, organizations often do not spend the time to understand what sponsorship is, why doing it better is important, and how to improve sponsorship performance. The Cadence Project Sponsorship workshop is designed to teach participants how to create an environment that achieves greater project prosperity as a result of excellence in project sponsorship.

### *Overview:*

As a **project sponsor**, this workshop provides you with the knowledge, tools, and practices to be more effective in your sponsorship role. Get clear understanding about your roles and responsibilities to ensure that all projects achieve successful outcomes. As a **project manager**, this workshop provides you with the critical understanding of your sponsor's needs, and will help you create an effective sponsor relationship on your projects. This workshop is most effective when project managers and project sponsors attend together to prepare a joint action plan for project success.

### *Outcomes:*

- Understand what sponsorship is all about
- Define how sponsors impact project success
- Discover how to obtain the right sponsor
- Identify what sponsors need to know and “teach the old dog new tricks”
- Keep sponsors involved
- Extract learnings from case study examples
- Reap benefits from executive communications
- Make organizational culture work for you
- Explore the power of feedback
- Achieve excellence in project sponsorship

### *This Workshop Focuses On:*

- Project Sponsorship: Why sponsorship is necessary? What is the value?
- Sponsor Responsibilities: Definition and Objectives, Problem Escalation, and Asking Questions
- Obtaining a Sponsor: Criteria, Negotiation, and the Project Sale
- Sustaining Sponsorship: Proactivity, Support, and Review
- Relationships: Steering Committees, Culture, Values, Execution and Feedback, and The Balanced Scorecard
- Sponsorship Development: Positioning and Curriculum

**Audience:** Project Managers, Sponsors, Senior Team Members  
**Duration:** 2 days  
**Prerequisites:** None  
**Format:** Public Seminar  
**Date:** November 8-9, 2007 Biltmore Hotel, Santa Clara, CA  
**Questions:** Contact Cadence Management Corporation at [cadence@cadencemc.com](mailto:cadence@cadencemc.com)  
**PDUs:** 16



*Cadence Management Corporation is a full-service project management training and consulting firm*



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### About the Instructors



**Alfonso Bucero**, PMP (Project Management Professional). He is an independent consultant and frequent speaker at multinational Project Management Congresses. He is the founder, partner and director of BUCERO PM Consulting in Spain. Alfonso authored the book *Project Management - A New Vision*, and he was a contributor to the book *Creating the Project Office*, published by Jossey-Bass (2003) and authored by Randall L. Englund, Robert J. Graham and Paul C. Dinsmore. Drawing from many years as an HP project manager, he has presented and written numerous papers in the project management field. He is a Contributing Editor of *PM Network* (Project Management Institute). He has co-authored the book *Project Sponsorship* with Randall L. Englund, published in April, 2006.



**Randall L. Englund**, NPDP, CBM. He was a senior project manager at the Project Management Initiative at HP, a Project Office leading the continuous improvement of project management across the company. He co-authored with Dr. Robert J. Graham the book *Creating an Environment for Successful Projects: Second Edition* (Jossey-Bass, 2004). As the Englund Project Management Consultancy, he is an independent consultant who trains and prepares executives and teams on project culture. He is a frequent speaker and facilitator of professional events. He is co-author with Dr. Robert J. Graham and Paul Dinsmore of the book *Creating the Project Office*. He co-authored with Alfonso Bucero the book *Project Sponsorship: Achieving Management Commitment for Project Success* (Jossey-Bass, 2006).

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