# Developing Effective Project Sponsors Training

Duration: **1 Day**

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## Overview

Successful projects depend on more than sound project management practices. Strong governance, strategic direction, and active executive sponsorship are equally important in ensuring that projects deliver meaningful business value. Many high-profile initiatives fail not because of technical shortcomings, but because sponsors are unable to provide the leadership, decision-making, and organisational support required throughout the project lifecycle.

**Developing Effective Project Sponsors** is an interactive one-day programme designed to help current and aspiring project sponsors understand their responsibilities and maximise their contribution to project success. Participants explore how effective sponsorship aligns projects with organisational strategy, supports project managers, and ensures that resources are used to achieve the greatest value for stakeholders.

Through practical discussions and real-world scenarios, learners gain the confidence to fulfil the sponsor role throughout every stage of a project's lifecycle.

## Prerequisites

There are no formal prerequisites for this programme.

### Pre-Course Activity

Before attending the workshop, participants complete a short reading exercise and reflection questions focused on the sponsor's role in delivering strategic objectives through successful project execution.

## Who Should Attend

This programme is suitable for:

- Project Sponsors
- Senior Managers
- Programme Managers
- Portfolio Managers
- Business Leaders
- Project Managers preparing for sponsorship responsibilities
- Professionals involved in project governance and strategic oversight

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## What You Will Learn

Upon successful completion of this course, participants will be able to:

- Explain why active project sponsorship is essential for successful project delivery.
- Describe how sponsors support both organisational objectives and project managers.
- Identify sponsor responsibilities throughout the project lifecycle.
- Understand the responsibilities of project board members.
- Differentiate between common project sponsor roles.
- Explain the sponsor's contribution to effective project governance.
- Compare traditional and Agile sponsorship approaches.
- Recognise the leadership, communication, and interpersonal qualities of successful project sponsors.
- Access additional resources to support future sponsorship responsibilities.