

PROJECT PROFESSIONAL: IMPROVING THE SPONSOR EXPERIENCE

PROJECT SPONSOR ONBOARDING GUIDE

Every project professional understands the importance of building a positive relationship with their sponsor. It can make or break a project!

Make sure you're asking the right questions from the very beginning by following the onboarding guide below.

1

ASSESS THEM--GET TO KNOW THEM

- Have they sponsored before?
- Can they clearly explain the project benefits?
- How do they want information?
- What can you learn from them?

THEY NEED YOU TO HELP THEM, HELP YOU!



2

KNOW THEIR MOTIVATION

- Why do they care?
- How do they win?
- What are their personal objectives?

IT'S YOUR JOB TO SUPPORT THEM!

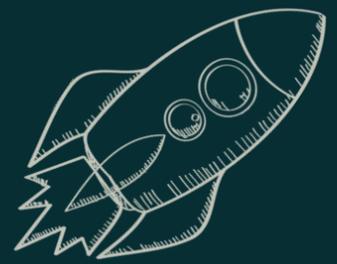


3

SET EXPECTATIONS

- What is the overall strategy?
- What does the sponsor role entail?
- What do you need from them?
- What are you going to do?
- What level of authority do you both have?
- What resources are available?

ACCOUNTABILITY MATTERS!



4

GAIN COMMITMENT

- What is their commitment? Reiterate!
- What is their capacity to contribute?
- Who is responsible for what?
- Are they RACI?...

RESPONSIBLE, ACCOUNTABLE, CONSULTED, INFORMED



5

ENGAGE THEM THROUGHOUT THE PROCESS

- When can we meet regularly 1:1?
- What decisions/actions are needed?
- Who is responsible?
- How can we solve this problem?
- What can I do to help you?

ENGAGEMENT MEANS SUCCESS



6

KNOW THEIR LIMITS

- What time can they commit?
- What do they need to be cc'd in?
- Does this document have relevance?
- Can it be shorter?
- Do they need to be at every meeting?
- What language should we be using?
- Is it necessary for them to be involved?

TELL THEM WHAT THEY NEED TO KNOW

7

LEVERAGE POWER

- Do they have power to influence?
- How can their contacts help?
- What were the original goals and benefits?
- What was the motivation for the project?

MAKE THEM THE HERO OF THE STORY



8

BE EXCELLENT!

- Are you keeping your commitments?
- What behaviours do you want to see? Show them!
- How do I provide a solution not a problem?
- How can I prepare them to present the project?
- Are they shown in a good light?
- Is the job being done well?

YOU CAN MAKE A DIFFERENCE!

