I'M AN IT PROJECT SPONSOR...
Now What?

What is a Sponsor?

- The owner and "face" of the project
- Decision-maker
- Responsible for project vision and direction
- Overall leader of the project team
- Overall leader of project change adoption

What does the sponsor typically do?

- Secures and makes decisions on resources and funding
- Communicates business needs and project objectives
- Provides direction to the project team
- Attends project meetings as needed
- Approves changes that are within their authority
- Contributes information to project management deliverables
- Approves invoices
- Supports and gets buy-in for the change the project is producing
- Communicates change information to those impacted
- Chairs the Executive Steering Committee (ESC) on major IT projects ($500,000 and up)
- Acts as a liaison to executive leadership
- Approves deliverables
- Provides information necessary for procurements

☆ A GOOD SPONSOR...

- Is active and visible
- Has a clear vision of what they want from the project
- Focuses on the value the project is producing
- Promotes the project's wins and goals
- Stays educated on the project
- Wants to get those impacted successfully through change

CHAIR & MEMBER OF ESC

The sponsor is the chair of the ESC on major IT projects. This involves running the agenda of the ESC meeting. In addition, the sponsor is also a voting member.

The project manager can help you with any questions you have on this part of your role.

MAJOR IT PROJECTS

The main difference in the sponsor role on major IT projects is that the ESC is responsible for approvals on project direction, procurement, change requests, and project management deliverables instead of the sponsor. However, most ESCs provide the sponsor with a threshold for change request approvals.