

ARE YOU THE DREAM SPONSOR?

W O R K B O O K



See Change

International

WEEK 2: WHAT MAKES A
GREAT SPONSOR?

CHECK IF YOU ARE THE DREAM SPONSOR

Tick the boxes below which you know you do all of the time.
Consider which others you need to add to your practice.

- STRATEGY**
Sets a strategic direction at the beginning which aligns the business, project and outcomes.
- UNDERSTAND POWER OF RELATIONSHIPS**
Builds strong relationships and leads with confidence and integrity on stakeholder issues.
- CREATES BREATHING SPACE**
Shields the project team from any unhelpful politics, change and distractions
- CREDIBLE AMBASSADOR**
Acts as a visible ambassador for the project and helps to motivate the team
- EXPLAIN POLITICS**
Understands & explains the political and stakeholder environment in a way that informs schedule and risk management
- SETS ASSURANCE LANDSCAPE**
Shares bad news early and openly. Constantly monitors the environment and gives strategic direction
- SUPPORTIVE LEADERSHIP**
Knows when to coach, when to mentor and when to make a decision. Escalates with sensitivity.
- STAKEHOLDERS**
Invests time to build and maintain strong relationships with the project team and stakeholders.