



Laurence Davidson



'Complex to
Simple'

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Welcome to ...

Intelligent and Effective Sponsorship

Project Challenge Show, 22nd March 2016



Purpose

- ✔ **To** provide insights and proven techniques that effective Sponsors use to guide, govern and direct change programmes

- ✔ **In a way that :**
 - focuses on effective risk management for Sponsors, and
 - demonstrates how this approach strengthens engagement across the organisation

- ✔ **So that** you can start applying some of these techniques with your own Sponsors



Sponsor

The Sponsor – your critical agent for success

- ✔ Successful projects demand effective leadership from a visible Sponsor who provides guidance, direction and drive
- ✔ The Sponsor is responsible for :
 - Successful delivery of programme outputs *and* business change outcomes
 - Un-blocking obstacles that prevent successful delivery
- ✔ The Sponsor must :
 - Inspire and influence
 - Deliver the benefits
 - Direct the programme
- ✔ And it's only a part time role !



Sponsor

Two types of programme risk

RISK

Something that **might** happen that would threaten the achievement of the programme's objectives.
A potential **issue**

It might happen

ISSUE

Something that **has** happened which threatens the achievement of the programme's objectives.
A **risk** that has **materialised**

It has happened

✓ Two types of Risk :

1. **Delivery Risks** which threaten the delivery of **Outputs**



PROJECT OUTPUTS



Delivery Managers



Sponsor



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2. **Value Risks** which threaten the realisation of **Business Benefits**



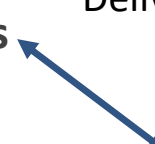
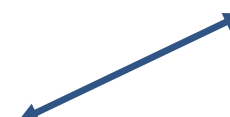
PROJECT OUTPUTS



Delivery Managers



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PROJECT OUTPUTS



CAPABILITIES



BUSINESS OUTCOMES



BUSINESS BENEFITS



Sponsor



Value Risks

- ✔ What we want you to do :
 - watch a short film and look out for Value Risks



Value Risks – management actions

✓ In pairs, pick 3 of the Value Risks below which Nigel has identified

✓ Consider how Nigel might manage these Value Risks **Time allowed : 9 minutes**



Value Risk	What would you suggest to Nigel?	Consider:
BigIdeaz brand becomes devalued		<ol style="list-style-type: none"> 1. Reduce 2. Avoid 3. Transfer 4. Accept 5. Contingency
Clients do not follow BigIdeaz to Brighton		
Staff morale is reduced due to relocation concerns		
Local Arts Communities give us bad press		
Lower running costs are not realised in Brighton		
BigIdeaz fail to win any more awards		



PROJECT OUTPUTS



CAPABILITIES



BUSINESS OUTCOMES



BUSINESS BENEFITS



Sponsor

Nigel is now a happier, more effective Sponsor

- ✔ Nigel took some advice from Martha, a good friend of his who is the Sponsor of a programme to move a bank's call centre back to the UK
- ✔ Martha gave Nigel five top-tips on how to be a more effective Sponsor



PROJECT OUTPUTS



CAPABILITIES



BUSINESS OUTCOMES



BUSINESS BENEFITS



Sponsor

✓ Two types of Programme Risk :

1. **Delivery Risks** – which threaten the delivery of **Outputs**

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Delivery Managers



PROJECT OUTPUTS



CAPABILITIES



BUSINESS OUTCOMES



BUSINESS BENEFITS



Sponsor

About Bestoutcome and Complex to Simple



Our Partnered Services

- ✓ Coaching for Sponsors and Project Managers
- ✓ Programme and project planning and delivery
- ✓ Project framework design
- ✓ Project start up, support and rescue

Come and meet us at



Our Solutions

- ✓ **PM3** Project Portfolio Management tool:
“developed *by* practitioners *for* practitioners”
 - light touch, easy to use intuitive interface
 - less than 5 minutes to update a plan
- ✓ **PM3time**: professional timesheet service
- ✓ **PM3change**: business change management
- ✓ Programme and Project Management Apps

Bestoutcome

Business Change Management

pm3
change

pm3time

Project Portfolio Management

Complete Time Management

Programme and Project Management Apps



Intelligent and Effective Sponsorship





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Project Portfolio
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