

Project Sponsorship: Achieving Management Commitment for Project Success

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Alfonso Bucero, DBA, MBA, PMP, Randall L. Englund : Project Sponsorship: Achieving Management Commitment for Project Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised Project Sponsorship: Achieving Management Commitment for Project Success:

0 of 1 people found the following review helpful. Good bookBy ANTONIO CLAUDIO FreireGood book specially useful in a balanced matrix organization. Several gray zones as e.g. staffing the project are reviewed.1 of 1 people found the following review helpful. Highly recommendable toolBy Miguel-Angel Alvarez PerezI have read the second edition of this magnificent book, although I knew already about its first edition in 2006.Sponsorship is something basic to deliver good projects. All Project Managers know that it is very difficult (almost impossible) to achieve success in a project without the support of its sponsors at high level, but there is a way to perform with them and this book clearly helps to improve in that sense. A necessary base to work in every organization is that its upper managers understand and support the project and its progress.This edition improves the first one including many new examples, tools and

worksheets about how to implement sponsors support. I highly recommend reading and working with this book as a fundamental help to every project manager who wants to improve its project results. 1 of 1 people found the following review helpful. Excellent book regarding Project Sponsorship!!! By CustomerAs a student of Project Management I highly recommend adding this book to your collection. By reading this book I learnt that a project sponsor is a much needed guide who promotes healthy environment for a project to be successfully completed. The book has ten chapters, each seen as a step towards excellence. Each step has different vantage over how a project work needs good sponsor's support and guidance. Case studies, surveys, mind maps and tools and techniques for each phase of "achieving management commitment for project success". I also would use all the surveys included in the book such as risk assessment survey, feedback action plan and feedback questionnaire.

The second edition of Project Sponsorship—which includes an Appendix with new case studies, expanded assessment tools, and templates—shows how project sponsors and project managers can develop the skills they need to manage successful projects. Randall L. Englund and Alfonso Bucero—experts in the field of project management—have written the definitive guide for educating all stakeholders on the nature of project sponsorship. They describe in detail the responsibilities of the project sponsor, from communications and liaison, selection and training, problem solving, mentoring, and feedback, to the review of project execution. The project sponsor and manager learn how to negotiate effectively with each other and the project team to achieve their commitments.

"Project Sponsorship addresses vital ingredients that resonate with my recipe for project success—identifying the right people to sponsor projects, taking care of them, describing how to create an environment that leads to excellence in project sponsorship, and providing sponsors and project managers with guidance and good directions." —Rick Belluzzo, chairman of the board and CEO of Quantum Corporation "If enterprise strategy becomes reality by means of projects, then everyone involved—especially senior managers—should understand and apply the wisdom Englund and Bucero present in this valuable development guide to the operational advantage of proactive project sponsorship." —David O. Block, PMP, senior project manager, Agilent Technologies, Inc. "Having worked with thousands of project managers throughout Australia over the past two decades, I know that Project Sponsorship will be an invaluable tool for every project manager. This book is full of practical solutions that can be applied—anywhere in the world." —John Abbott, director, ATS, Sydney, Australia

From the Inside Flap
The success or failure of any project often hinges on how well the project sponsor—the person who funds the project and ensures that desired benefits are achieved—relates to the project, the project manager, and other stakeholders. However, executives who are assigned as project sponsors often have little if any experience understanding their roles and responsibilities during the project life cycle. Problems in communication and execution are inevitable as long as senior managers and project managers do not understand the mechanics of their relationship. Project Sponsorship—which includes case studies, checklists, and action plans—shows how project sponsors and project managers can develop the skills they need to manage successful projects. Randall L. Englund and Alfonso Bucero—experts in the field of project management—have written the definitive guide for educating all stakeholders in the nature of project sponsorship. They describe in detail the responsibilities of the project sponsor, from communications and liaison, selection and training, problem solving, mentoring, and feedback, to the review of project execution. The project sponsor and manager learn how to negotiate effectively with each other and the project team to achieve their commitments. This book offers a key resource for expanding best practices in project sponsorship across organizations. Project Sponsorship helps project sponsors establish directions for the future, communicate through vision, create aligned high-performance teams, and focus on planning—all of which will lead an organization to success. This book illuminates the stairway to achieving excellence in project sponsorship.

From the Back Cover
Praise for Project Sponsorship "Project Sponsorship addresses vital ingredients that resonate with my recipe for project success—identifying the right people to sponsor projects, taking care of them, describing how to create an environment that leads to excellence in project sponsorship, and providing sponsors and project managers with guidance and good directions." —Rick Belluzzo, chairman of the board and CEO of Quantum Corporation "If enterprise strategy becomes reality by means of projects, then everyone involved—especially senior managers—should understand and apply the wisdom Englund and Bucero present in this valuable development guide to the operational advantage of proactive project sponsorship." —David O. Block, PMP, senior project manager, Agilent Technologies, Inc. "Having worked with thousands of project managers throughout Australia over the past two decades, I know that Project Sponsorship will be an invaluable tool for every project manager. This book is full of practical solutions that can be applied—anywhere in the world." —John Abbott, director, ATS, Sydney, Australia