Keeping the Sponsor’s Support

(Keeping the Sponsor Happy)

• Genesis
• Examples
• Questions
• Discussion
• Conclusion
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Genesis and Examples

• Starts and Stopped
  • Action Research
  • Change Management Projects

• Intended outcome
  • Develop strategies to
    ➢ Consider in submitting for funding / tenders
    ➢ Consider when preparing to undertake a project
    ➢ Identify potential gaps in understanding during a project
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Your examples:

• Scope  *(What was the expected outcome?)*
• Time frame
• Quality
• Cost
"Sponsor" =

• The holder of the purse strings
• The person who decides whether the project proceeds

• Did you know the sponsor?
• What were the needs of the sponsor, and how did you identify those needs?
• What were the agreed times for communicating progress?
Action Research cycles

Plan → Observe → Reflect → Act → Plan → Observe → Reflect → Act

After Dick, B., 2001
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Issues Raised in Other Sessions

• Sign off of the non-negotiables, and by extension, the areas that are open to negotiation, before starting

• Clarify the real strategic intent

• Clarify vested interests (particularly those not wanting the project to occur / succeed)

Others?
Balancing the Project

Cost

Quality

Scope

Time
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Project Management Functions

Institute of Management, 2012
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Stakeholder Mapping

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Scenario 1 - WMFF

• Fantastic funding submission for “Feed the animals”
• As experienced AR practitioners, the AR project is a given
• The challenge is managing the relationship with WMFF
• Consider:
  ➢ Identifying the sponsor’s needs
  ➢ The schedule for communications
  ➢ Keeping the sponsor’s interest
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Questions

• What are the research / project objectives? Should the sponsor feature in those objectives?
• How do we identify and confirm the sponsor’s needs?
• What actions are necessary to monitor the sponsor’s satisfaction?
• How often should we contact the sponsor?
• What are the signs that the sponsor’s interest is waning?
• What should we do when we notice those signs?
• How do we prevent, and how (and when) should we react to, reduced sponsor interest?
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Scenario 2 – Your Own Example

• As experienced AR practitioners, the AR project is a given
• The challenge is managing the relationship with the Sponsor
• Consider:
  ➢ Identifying the sponsor’s needs
  ➢ The schedule for communications
  ➢ Keeping the sponsor’s interest
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Conclusion

• Do we have enough to manage our sponsors?
• What now?