University of Phoenix Material

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| ***Headline*** | **Stakeholder Relationships in Project Management (sponsor and project manager relationships)** |
| ***Introduction*** | A sponsor and project manager are the most important stakeholders in an organization’s project management process. Their importance to the process results from the sensitivity of their responsibilities where the latter is in charge of overall project delivery and the team that’s mandated to deliver it while the former represents the organization’s interest. |
| ***Message #1*** | Most organizations are yet to fully comprehend the meaning of project sponsors and therefore constitute an entity that’s often aloof towards the project and maintains minimal contact with the team. Instead, the project manager is given an enhanced role and usually makes the decisions, oversees daily operations and present project concerns to the management of the company. |
| ***Message #2*** | An ideal project sponsor represents the organization’s interests in the project and shows active involvement in initiating, ensuring, establishing and approving key aspects of the project. The sponsor okays development in the project during initiation, planning, execution and closure after evaluating each stage in the project management life cycle and determining its compatibility to the company’s business and operational interests. |
| ***Message #4*** | Technically, a project manager reports to a sponsor since the sponsor is the conduit between the company and the project management team. While the project manager is in charge of the project, he or she acts on the scope, budget and duration determined by the company via the sponsor. Also, the sponsor is responsible for marshalling financial, technical and operational support for the project from the organization whenever such support is required. |
| ***Wrap- Up/Conclusion*** | A project manager would relate to the sponsor as one relates to their boss or supervisor. The former receives instructions from the latter who also has the mandate to supervise his or her work, recommend changes and lobby for additional resources if need be. |
| ***Resources for Readers*** | Kloppenborg, T. J., & Tesch, D. (2015). How executive sponsors influence project success. *MIT Sloan Management Review*, *56*(3), 27.  <https://www.pmi.org/learning/library/importance-of-project-sponsorship-9946> |
| ***Citations (APA)*** | Kloppenborg, & Tesch, 2015) |