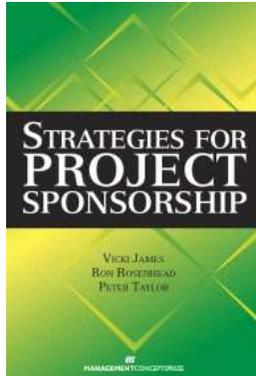


## PM WORLD BOOK REVIEW



Book Title: ***Strategies For Project Sponsorship***

Author: **Vicki James, Ron Rosenhead and Peter Taylor**

Publisher: Management Concept Press

Format: Soft cover; 204 pages

Publication Date: 2013 ISBN: 978-1-56726-406-7

Reviewer: ***Nazanin Mehrooz, PMP***

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### Introduction to the Book

While on some occasions project managers get to pick their teams, they rarely have a say in their pick of the project sponsor. Establishing the right blend of engagement with your project sponsor is an important aspect of a successful project. Many Project Managers struggle with not having a present or trained project sponsor which has been identified as one of the major reasons why projects fail. This book provides guidance on how to work best with your project sponsor in order to improve your chances of managing projects more effectively.

### Overview of Book's Structure

The book contains 3 Sections. There is a section for the project manager, the sponsor and the organization. The focus of the seven chapters includes:

1. Preparing to Work with Your Sponsor
2. Working with a Sponsor
3. Working with Challenging Sponsors
4. Managing Your Project's Stakeholders
5. Sponsoring Your First Project
6. Sponsoring Responsibilities and Best Practices
7. Developing the Sponsor

### Highlights: What's New in this Book?

The concept of project sponsorship is relatively new and an area where many people struggle to find the right blend of involvement. This book raises the need for more

understanding and training for project sponsors and provides an easy mechanism for them to gain this insight with targeted lists of responsibilities, checklists and case studies to remedy this need. Additionally, the concise format and guidance provided to project managers on improving the relationship with various types of sponsors was also a new concept.

### **Highlights: What I liked!**

I liked that the book was divided into 3 separate sections where there was a distinct focus on tasks which fall under the project manager, the sponsor and the organization. This helps raise awareness for the target audience and also understand how to support others based on your actions.

The case studies which reveal the different types of sponsors a project manager may come across were very useful. Each highlighted the symptoms, prognosis and prescription to turn challenging sponsorship behavior to help address project needs. Examples case studies are absent, uninterested, busy, untrained, late comer and sabotaging sponsors.

The checklists in the appendix which offer a quick glance of what sponsors versus project managers are responsible for was useful. I also liked the 50 traits of being a good executive sponsor which inspires good behavior for any type of leader.

### **Shortfalls: What was Missing!**

The book is a good high level view of what a project manager and sponsor are expected to do within their roles and not intended to provide expertise training for each role. There are other supportive resources highlighted for those who are interested in building more awareness by utilizing various social media tools.

### **Who might benefit from the Book?**

Any Project Manager, Sponsor or organizational leader would benefit from reading and applying the suggestions in this book. As a project manager, it is valuable to understand the different values a sponsor brings to the plate and how their lack of involvement can negatively impact the project. As a sponsor, it is very valuable to understand what projects need to succeed and how to help guide projects to realize the business value entrusted to this role. From an organizational perspective, it's important to have adequate training and awareness on these roles. Having a PMO and HR involved in the process and understanding how they can impact a successful relationship between the two roles is a benefit of reading this book.

## Conclusion

The role of a project manager seems to be better understood than that of a project sponsor. Based on the statistics shared in this book, many people in an organization (including a project sponsor) may not realize what the role requires and the value it provides. The first step is to gain more awareness of this role and how to be effective in it. This book does a good job of highlighting these factors and helping raise the building blocks for a successful relationship between project managers and sponsors. Separating the roles in sections also helps a busy project sponsor to take a limited amount of time and gain necessary training. The checklists, illustrations and easy read style allow for quick absorption of the suggestions.

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*Strategies For Project Sponsorship, by Vicki James, Ron Rosenhead and Peter Taylor, published by Management Concepts Press; 2013, ISBN 978-1-56726-406-7; 204 pages, soft cover. More at <http://www.managementconcepts.com>*

*Editor's note: This book review was the result of cooperation between the publisher, PM World and the Dallas Chapter of the Project Management Institute (PMI Dallas Chapter – [www.pmidallas.org](http://www.pmidallas.org)). Publishers provide the books to PM World; books are delivered to the PMI Dallas Chapter, where they are offered free to PMI members to review; book reviews are published by PM World in the PM World Journal and PM World Library. Book reviewers can keep the books and receive PDUs for PMP recertification. PMI Dallas Chapter members are all mid-career professionals, the audience for most project management books. If you are an author or publisher of a project management-related book, and would like the book reviewed through this program, please contact [editor@peworldjournal.net](mailto:editor@peworldjournal.net).*

## About the Reviewer



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Nazanin Mehrooz studied software engineering and is a certified project manager and scrum master. She is a senior PM leading a technical services modernization effort in the transportation industry. She has over 20 years combined work experience as a software engineer, IT functional manager and project management in defense, telecom and transportation industries. Her focus area in the past decade is on project development, delivery and operational phases. Nazanin is an active volunteer for the PMI Dallas Chapter (Marketing group) and PMI Fort Worth Chapter (Email Manager). Email: [nazi\\_mehrooz@yahoo.com](mailto:nazi_mehrooz@yahoo.com)