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Executive Training in Project Sponsorship
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Research News

PM RESEARCH NEWS

Research on Executive Training in Project Sponsorship Underway

Project Management professionals around the world invited to participate

26 April 2025 – Dallas, TX, USA and Madrid, Spain – PM World is announcing a major research study underway by PMWJ editorial advisor and international correspondent in Spain, Dr. Alfonso Bucero. The survey is intended to provide a snapshot of the state of this critical contributor to project success. Do organizations train their executives in project sponsorship? If so, how effective has it been.

RESEARCH OBJECTIVE

The aim of this study is to find out the amount and type of executive training & education in project sponsorship organizations worldwide are delivering and the effectivity of that training. Many organizations do not spend time educating their executives in project sponsorship and this can have a major impact on project success.

To achieve my research objective, a qualitative and quantitative research project has been initiated, with at least 400 responses worldwide needed.

RESEARCH QUESTIONS

1. How are organizations training their executives in project sponsorship?

    a. Who is training them?
    b. What type of training do they receive?
    c. Has it been effective in terms of project success?

According to Dr. Bucero, "I think sponsorship is one of the most important factors in project success or failure, and it still does not get enough attention. I will be happy to share the results of this study with participants. Hopefully we can identify some gaps and attitudes related to project sponsorship education."

Responses will help identify trends, gaps, and best practices in executive education related to project management. The survey will take approximately 5–7 minutes. All responses will be kept confidential and used for research purposes only. The survey will be open through 29 May 2025, with results shared in an article in the PMWJ.

To participate, go to https://forms.gle/s4BxyHgu2oUGWg9XA

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