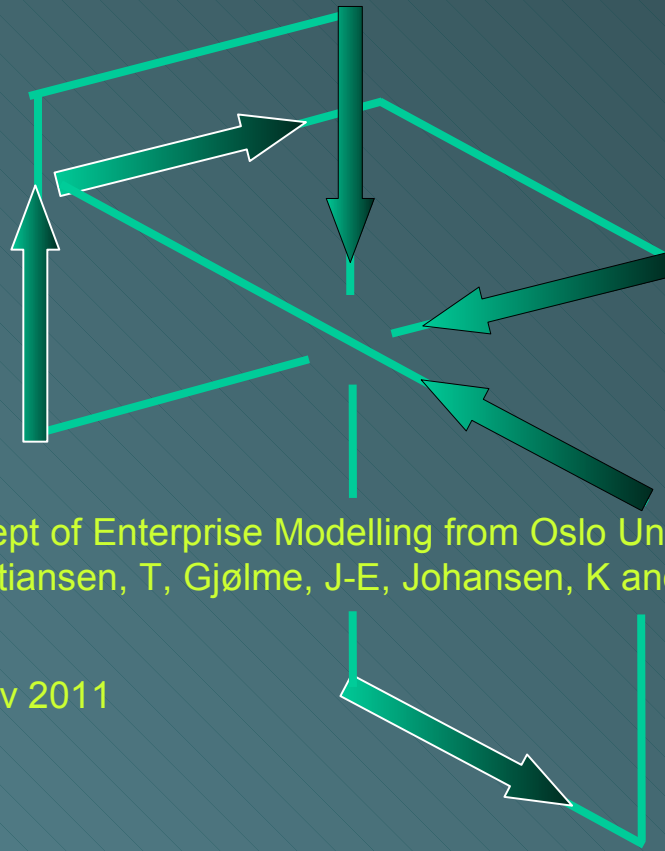


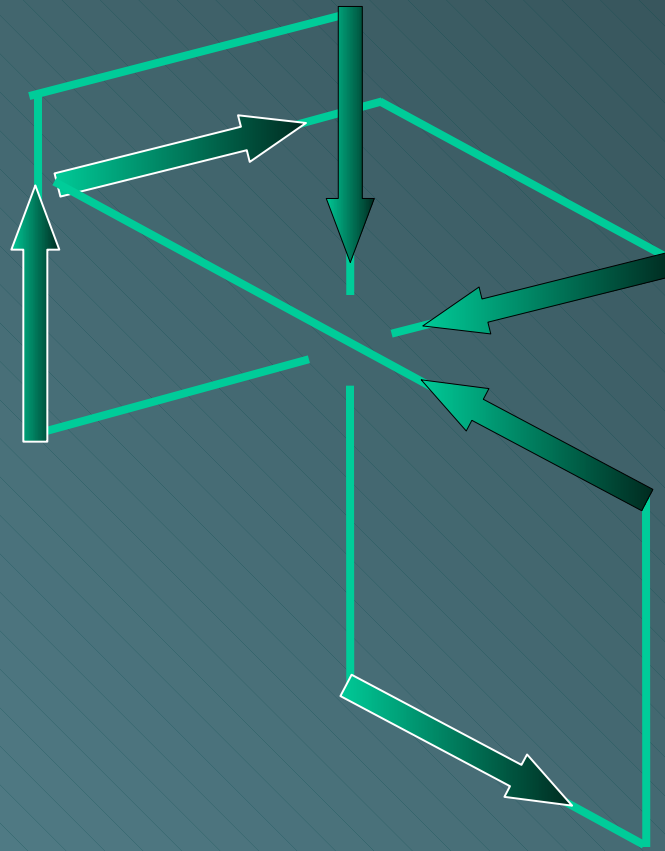
# Understanding Sponsorship & its Role

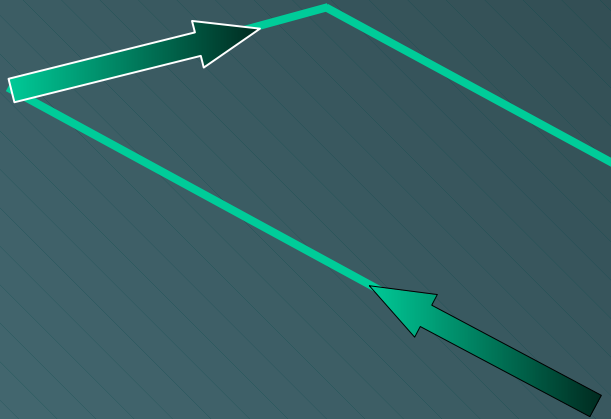


Based on the 'POPPOP' Concept of Enterprise Modelling from Oslo University, as developed by Christensen, L C, Christiansen, T, Gjørme, J-E, Johansen, K and Rishoff, E, 1998

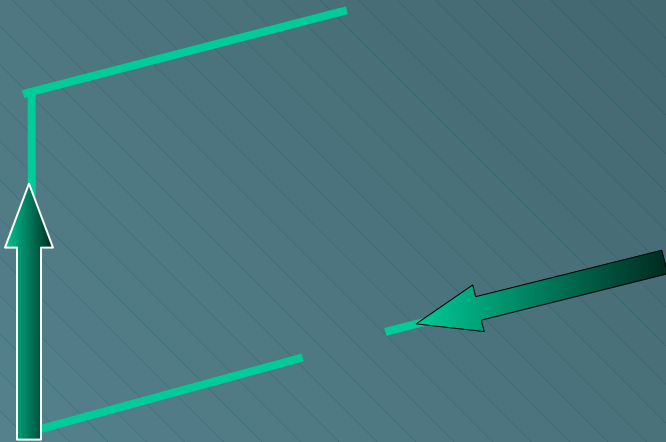
© Michael Richard Watson Nov 2011

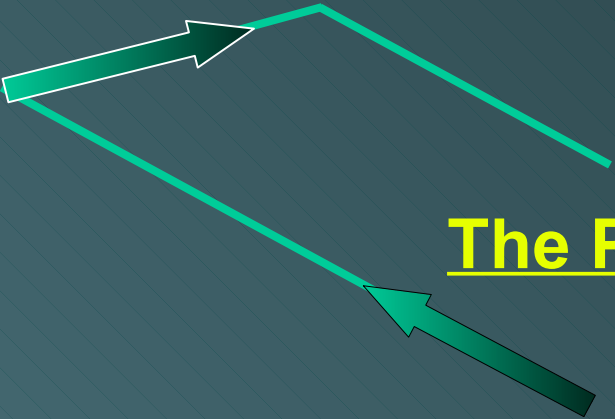
# Sponsorship in a Risk Responsibility Model





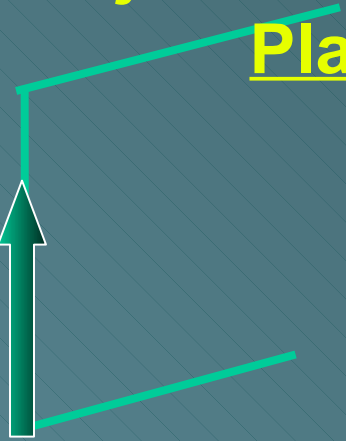
**Views Risk Responsibility  
from the perspective of  
three different planes,  
and the roles they define.**



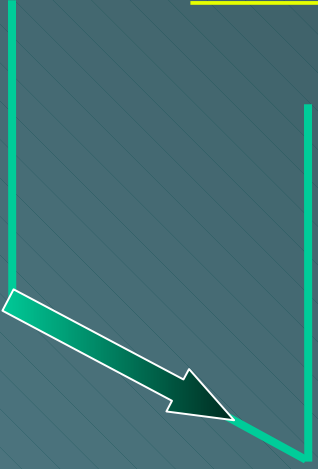
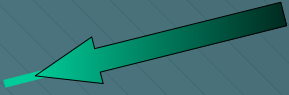


The Project Sponsor Plane

Project Management Plane



Implementation Management Plane



2. Understand the business strategy, together with business constraints, and to relay these in 'objective achievement' formats that will facilitate the project teams understanding;

1. Understand the performance capabilities of the business, its staff, its partners, and its supply chain;

3. Seek and Support continuing assurance as to the delivery of the required benefits, to the business, its clients, its staff, its partners, and its supply chain.

## The 3 Roles of the Project Sponsor:

3. Establish and manage the internal, corporate, and inter-enterprise relationships, which will need to be applied so as to achieve the benefit delivery success of the selected processes.

## The 3 Roles of Project Management:

2. To establish, and maintain, the processes necessary to create and deliver the physical deliverables, in a manner that will achieve the delivery of the benefits;

1. From Sponsorship:  
Understand the benefits to be delivered, and the physical deliverables that will enable the benefits to be delivered;

# The 3 Roles of Implementation Management:

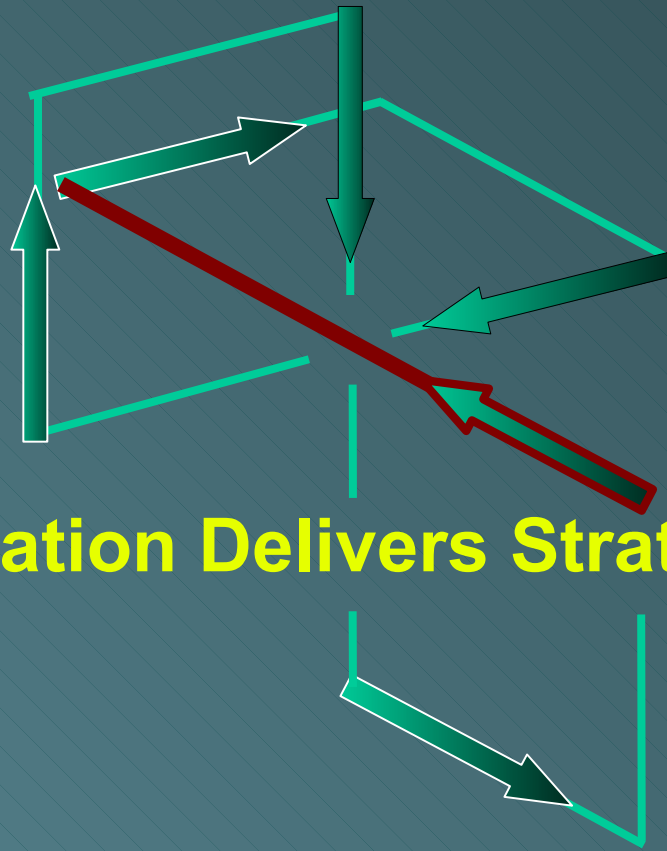
## 1. From Project Management:

Understand the role of the varied internal, corporate, and external teams (technical, functional, and production/implementation) in the delivery of defined results;

2. To recognise, for the required role, the competencies of the individual, and to remedy any deficiencies in individual skills, or any shortage of facility provision, or any shortage of individuals with specific competencies;

3. To manage the individual in an integrated implementation team, in co-operation with others (corporate and external), so as to optimise the delivery outcome.

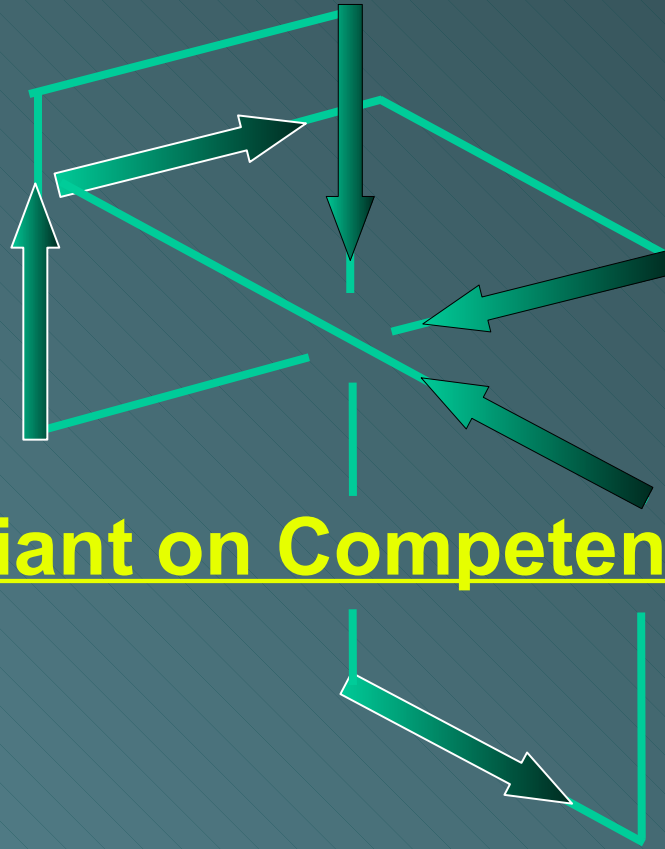
**Such that Delivered Outcomes Create the Benefits .....**



**..... Whose Application Delivers Strategic Fulfilment**



# Creating a Continuum of Management (as per Deming ?)



Continuously Reliant on Competent Sponsorship