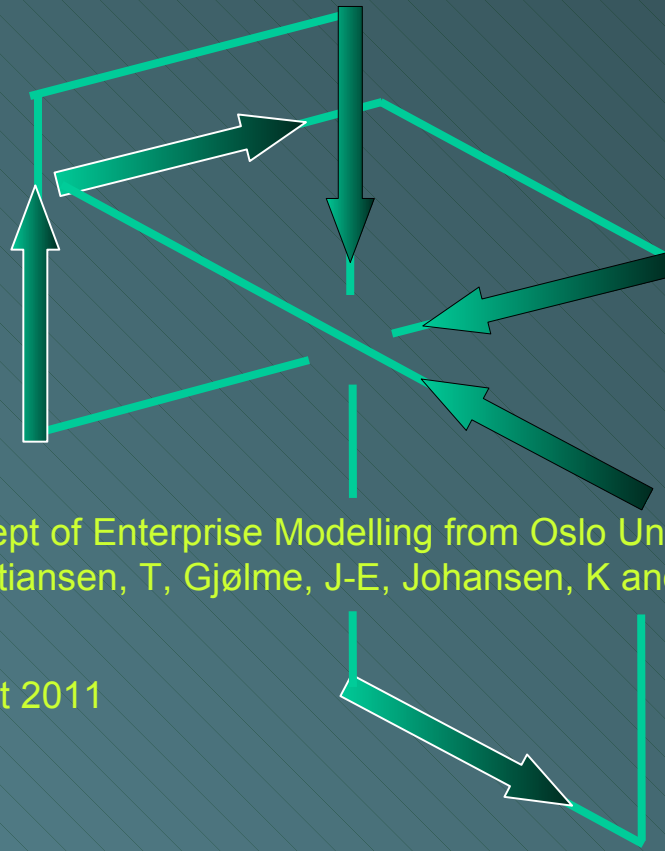


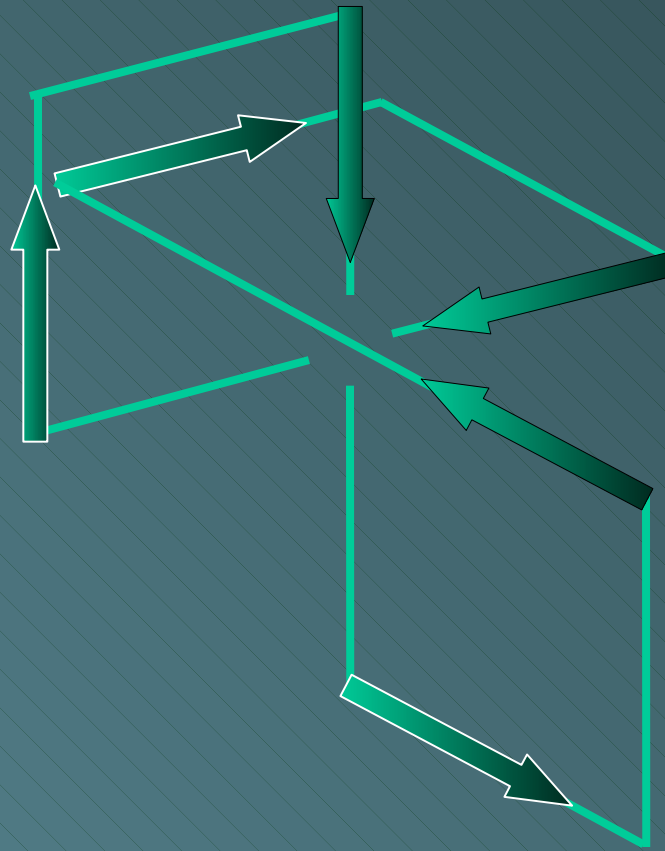
Understanding Sponsorship & its Role

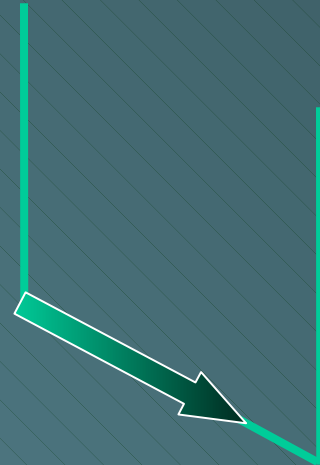
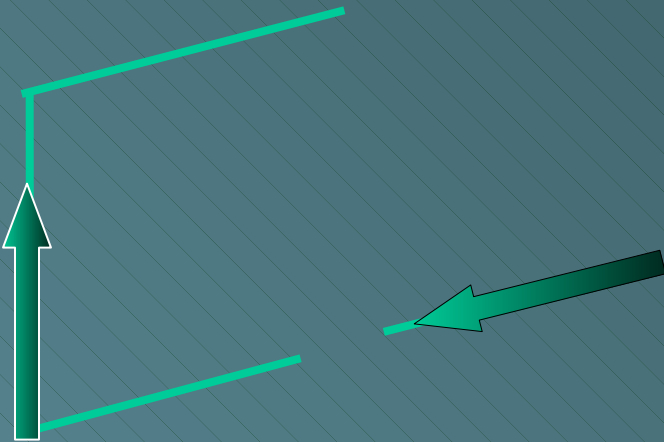
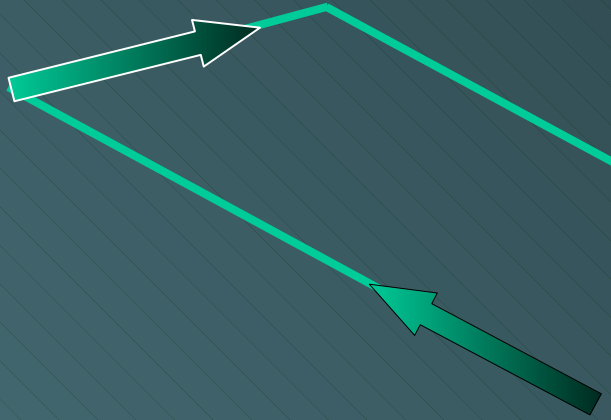


Based on the 'POPPOP' Concept of Enterprise Modelling from Oslo University, as developed by Christensen, L C, Christiansen, T, Gjørme, J-E, Johansen, K and Rishoff, E, 1998

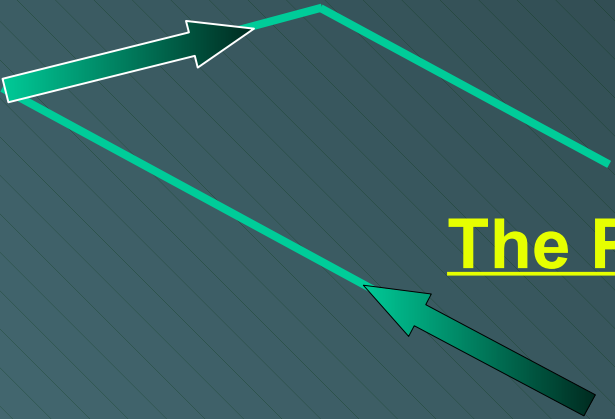
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Sponsorship in a Risk Allocation Model





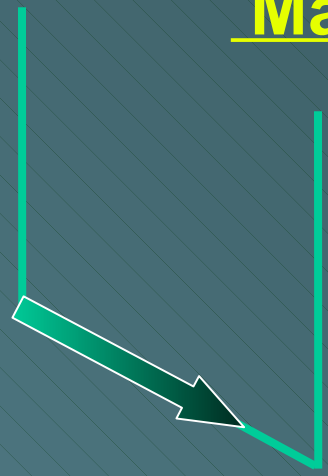
Views Risk from the perspective of three different planes



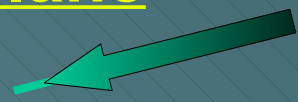
The Project Sponsor Plane



Implementation Management Plane



Project Management Plane



2. Understand the business strategy, and relay it in an 'objective achievement' form that will facilitate the project teams to ...

3. Deliver the required benefits to the business, its clients, its staff, its partners, and its supply chain

1. Understand the performance capabilities of the business and its partners

The 3 roles of the Project Sponsor:

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

The 3 roles of Project Management:

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

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

The 3 roles of Implementation Management:

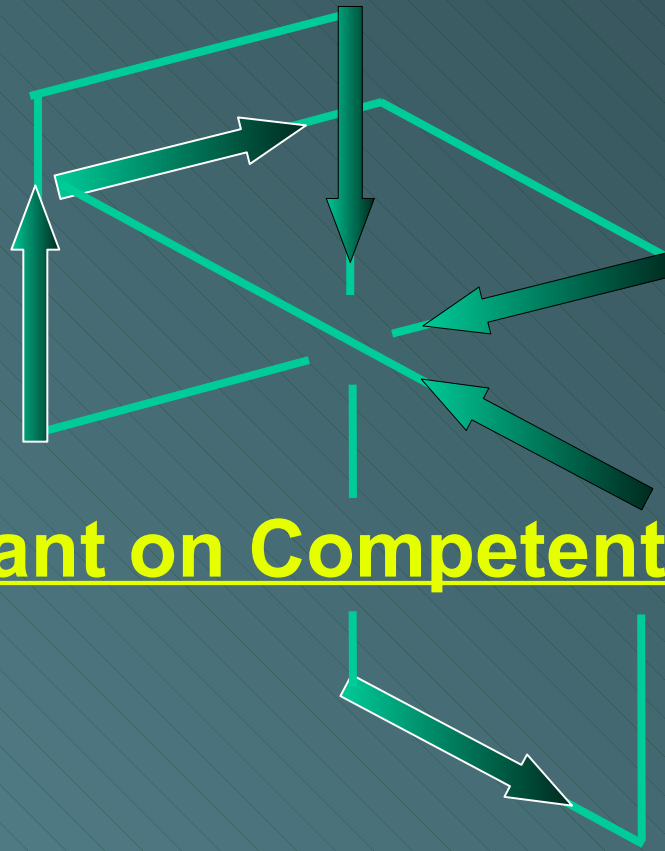
1. From Project Management:

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

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

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

Creating a Continuum of Management (as per Deming ?)



Sequentially Reliant on Competent Sponsorship