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Successful Project Sponsorship: A Time-Saver for the Busy Executive

By Michiel van der Molen, Lucy Carter

Kogan Page Ltd. Paperback. Condition: new. BRAND NEW, Successful Project Sponsorship: A Time-Saver for the Busy Executive, Michiel van der Molen, Lucy Carter, Project success is a business management responsibility and project management is more than the work of a project manager: the project sponsor plays a key role, whatever their job title. As the owner of the business case, the project sponsor or project executive has the responsibility for communicating the aims of the project, staying in touch with the changing environment and ultimately using their leadership skills to realize the benefits that the project has set out to achieve. The project sponsor gives strategic direction to the project manager and empowers them to deliver the agreed result. However, as a busy business manager, balancing the role of project executive with other management responsibilities, the project sponsor wants more control for less effort. The four proven principles in Successful Project Sponsorship help them to achieve precisely that. This book leads the reader to success through the powerful and proven four principles of successful project sponsorship. These principles are all focused on giving strategic direction to projects effectively and efficiently. Instead of going into depth on project management theory and...



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