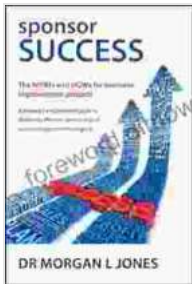


# Sponsor Success: The Whats and Hows for Business Improvement Projects

## The Importance of Sponsorship

Sponsorship is essential for the success of any business improvement project. A sponsor is a senior leader who provides the project with the resources, support, and authority it needs to succeed. Without a strong sponsor, a project is likely to fail.



## sponsor **SUCCESS** - The WHATs and HOWs for business improvement projects by Dr Morgan L Jones

★★★★☆ 4.5 out of 5

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Enhanced typesetting	: Enabled
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Print length	: 153 pages
Item Weight	: 16 ounces
Dimensions	: 6.14 x 9.21 inches



## The Role of the Sponsor

The sponsor's role is to:

- Provide the project with a clear vision and direction
- Secure the resources the project needs

- Remove roadblocks and obstacles
- Champion the project to other stakeholders
- Ensure that the project is aligned with the organization's strategic goals

## **Identifying the Right Sponsor**

The first step to sponsor success is identifying the right sponsor. The ideal sponsor is someone who is:

- Senior enough to have the authority to make decisions
- Knowledgeable about the project area
- Passionate about the project's goals
- Committed to seeing the project through to completion

## **Managing Expectations**

Once you have identified the right sponsor, it is important to manage their expectations. Be clear about the project's goals, scope, and timeline. Also, be realistic about the resources the project will need and the challenges it may face.

## **Securing Buy-In**

Once you have managed the sponsor's expectations, you need to secure their buy-in. This means getting them to fully support the project and commit to its success. To do this, you need to:

- Demonstrate the project's value and benefits

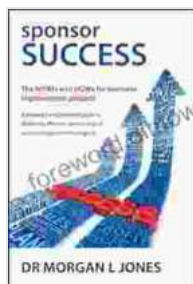
- Address the sponsor's concerns and objections
- Get the sponsor involved in the project planning process
- Build a strong relationship with the sponsor

Sponsor success is essential for the success of any business improvement project. By following the tips in this article, you can identify the right sponsor, manage their expectations, and secure their buy-in. This will give your project the best chance of success.

## Free Download Your Copy Today!

To learn more about sponsor success, Free Download your copy of 'Sponsor Success: The Whats and Hows for Business Improvement Projects' today. This comprehensive guide provides everything you need to know about sponsorship, from identifying the right sponsor to managing expectations and securing buy-in.

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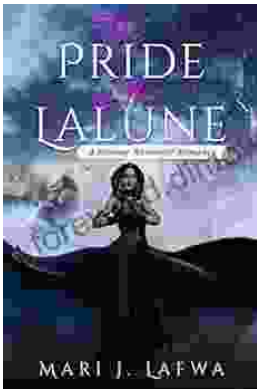
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