

# Sponsoring Projects in a Matrix: An MM 2.0™ Compliant Quick Guide



To many, the role of the project sponsor ends where the project begins. But this is not the case. As the definition above indicates, the sponsor is a connection between the project and the organizations leadership and this connection needs to remain intact throughout the entire lifecycle of a project. A project sponsor has tremendous capacity to influence the course of a project and ultimately guide it to success. Yet, not many project sponsors truly understand their role or how to fulfill it after the project charter is complete. This Quick Guide walks you through the process of sponsoring a project throughout its lifecycle. In this Guide, the author sets the foundation of projects in relationship to strategy execution and defines the key roles that support the project. She then shows you what a sponsor can (and should) do at every phase of the project cycle to ensure the best possible outcome. Getting up to speed on sponsoring projects in a matrix environment has never been quicker!

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