

**NAME:**

## Sponsor Evaluation Tool

The purpose of this evaluation is to measure how well the sponsor supports project management in your organization. The following questions refer to your current project. If you are not now working on a project, or if your current project has just begun and you feel you cannot answer the questions appropriately, then refer to the last project you worked on when answering these questions. If you are an upper manager, think of the project or projects with which you are most closely associated. Rate each statement using any number from a low of 1 to a high of 7. Use the following guidelines:

"1" means the statement is true to an extremely small extent, never or not at all.

"4" means it is true to an average extent, or about normal in degree or frequency.

"7" means it is true to an extremely large extent, always or without fail.

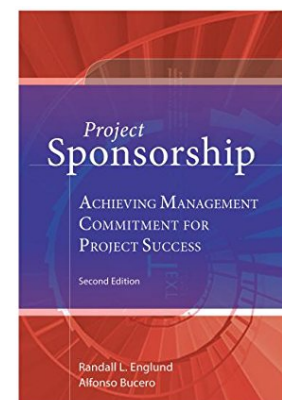
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1. The sponsor's goals for the project are clear.
  2. The sponsor believes there is a real need for the project.
  3. The sponsor understands how many people or groups will be affected by the project.
  4. The sponsor understands what resources are needed for the project to be successful.
  5. The sponsor is willing to commit the resources needed for the project to succeed.
  6. The sponsor publicly conveys the organization's strong commitment to the project and its desired outcomes.
  7. The sponsor uses appropriate rewards and pressures to gain support for the project.
  8. The sponsor ensures that procedures to track progress and problems are established.
  9. The sponsor is aware of all commitments that are required for the project to succeed.
  10. The sponsor shows consistent, sustained support for the project.

### Sponsor Factor (70 point scale)

10-29 High Risk/Danger

30-49 Moderate/Caution

50-70 Low Risk/Opportunity



## Success Assessment

While the purpose of the survey is to measure how well sponsors support project management in your organization, the ultimate benefit being sought is for each project to be successful and contribute value to the organization. The goal of capturing benchmarking data is to correlate component factors with project success.

Assess how well this project has succeeded or has the potential to succeed if it is currently in process. Use these criteria:

1. Project did not accomplish any of its objectives.
2. Project met only one of its objectives.
3. Project met some of its objectives.
4. Project satisfied the triple constraints of scope, schedule, and resources.
5. Project fully satisfied customer, user, or client requirements.
6. Over time the project contributed significant value, exceeding expectations.
7. Project met or exceeded key stakeholder requirements and contributed value and benefits far in excess of its costs.

**The Project was a complete success** (pick one):

1. Strongly Disagree
2. Disagree
3. Somewhat Disagree
4. Neutral
5. Somewhat Agree
6. Agree
7. Strongly Agree

Success Score: \_\_\_\_\_

\_\_\_\_\_

NOTES:

# Interpreting Sponsor Factor Scores



- **High Risk/Danger (10 - 29)**

- Strengthen sponsorship
- Identify alternative sponsorship
- Prepare to fail



- **Moderate Risk/Caution (30 - 49)**

- Sponsor may have an intellectual commitment but fail to grasp the full meaning of what is necessary for successful implementation
- Sponsor support could deteriorate rapidly and with little warning
- A significant amount of time and effort will need to be invested in sponsor education and maintenance



- **Low Risk/Opportunity (50 -70)**

- Sponsor commitment is at the level necessary for successful implementation
- Extend sponsorship opportunities



Source: *Project Sponsorship: Achieving Management Commitment for Project Success 2<sup>nd</sup> Ed*, 2015