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LEARNING *for* CHANGE AND INNOVATION

WORLD CONGRESS

7-9 NOVEMBER 2016 ADELAIDE, SOUTH AUSTRALIA

CONGRESS SUPPORTERS



the practical business school



Keeping the Sponsor's Support

(Keeping the Sponsor Happy)

- Genesis
- Examples
- Questions
- Discussion
- Conclusion

Keeping the Sponsor's Support

Genesis and Examples

- Starts and Stopped
 - Action Research
 - Change Management Projects
- Intended outcome
 - Develop strategies to
 - Consider in submitting for funding / tenders
 - Consider when preparing to undertake a project
 - Identify potential gaps in understanding during a project

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Your examples:

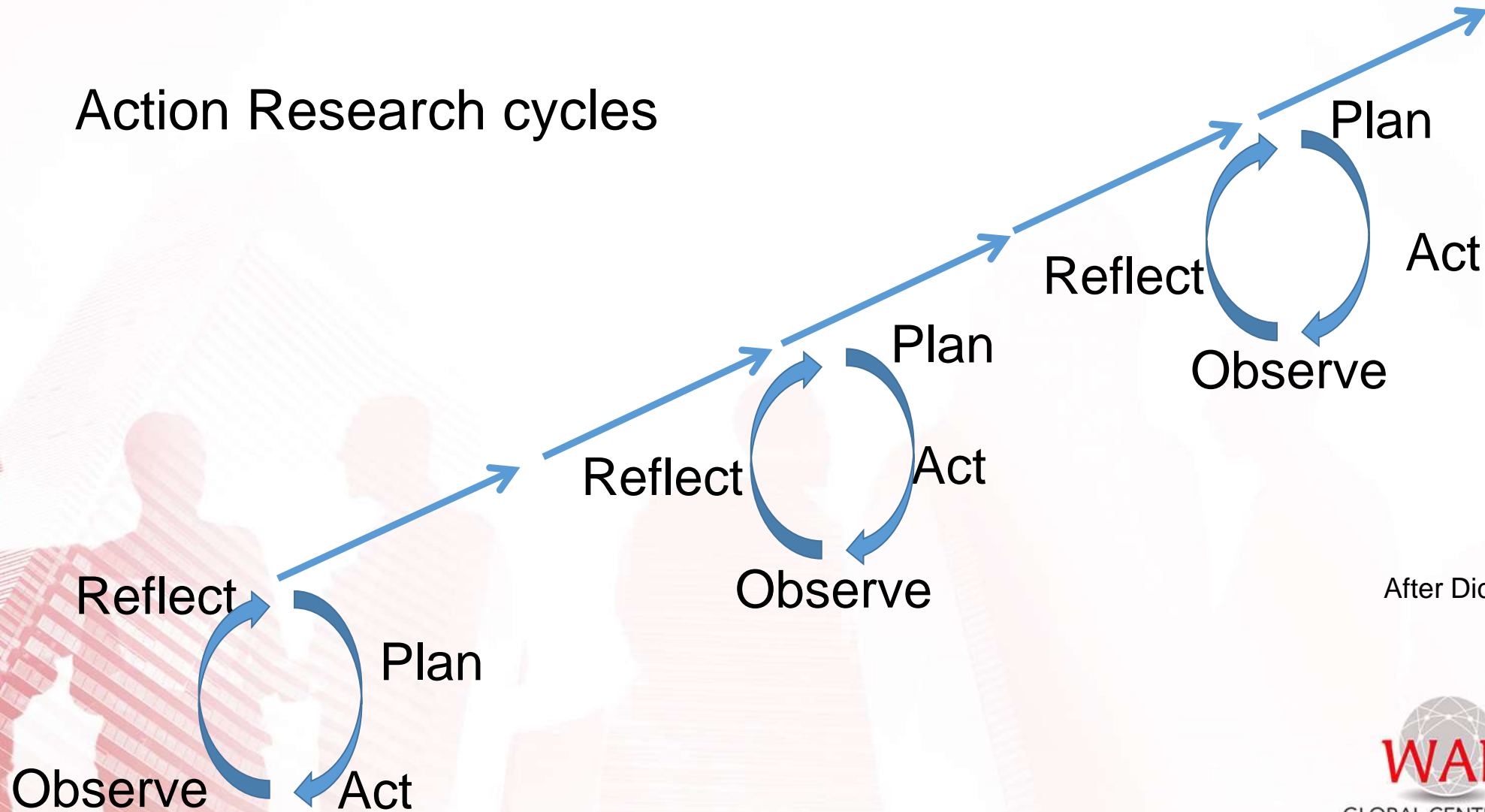
- Scope (What was the expected outcome?)
- Time frame
- Quality
- Cost

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“Sponsor” =

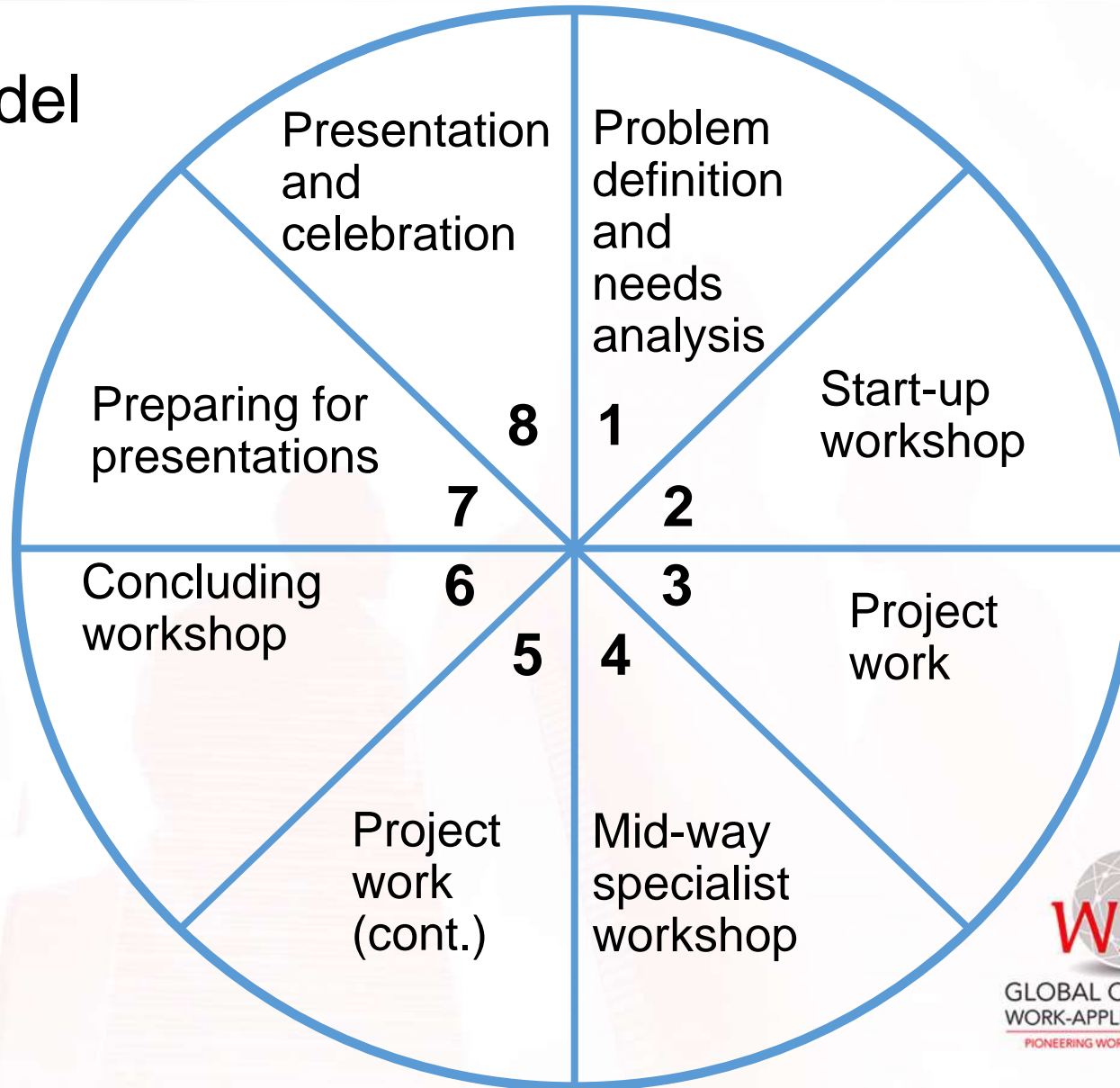
- The holder of the purse strings
 - The person who decides whether the project proceeds
-
- Did you know the sponsor?
 - What were the needs of the sponsor, and how did you identify those needs?
 - What were the agreed times for communicating progress?

Action Research cycles



After Dick, B., 2001

Generic Process Model



Dick, B., 2001

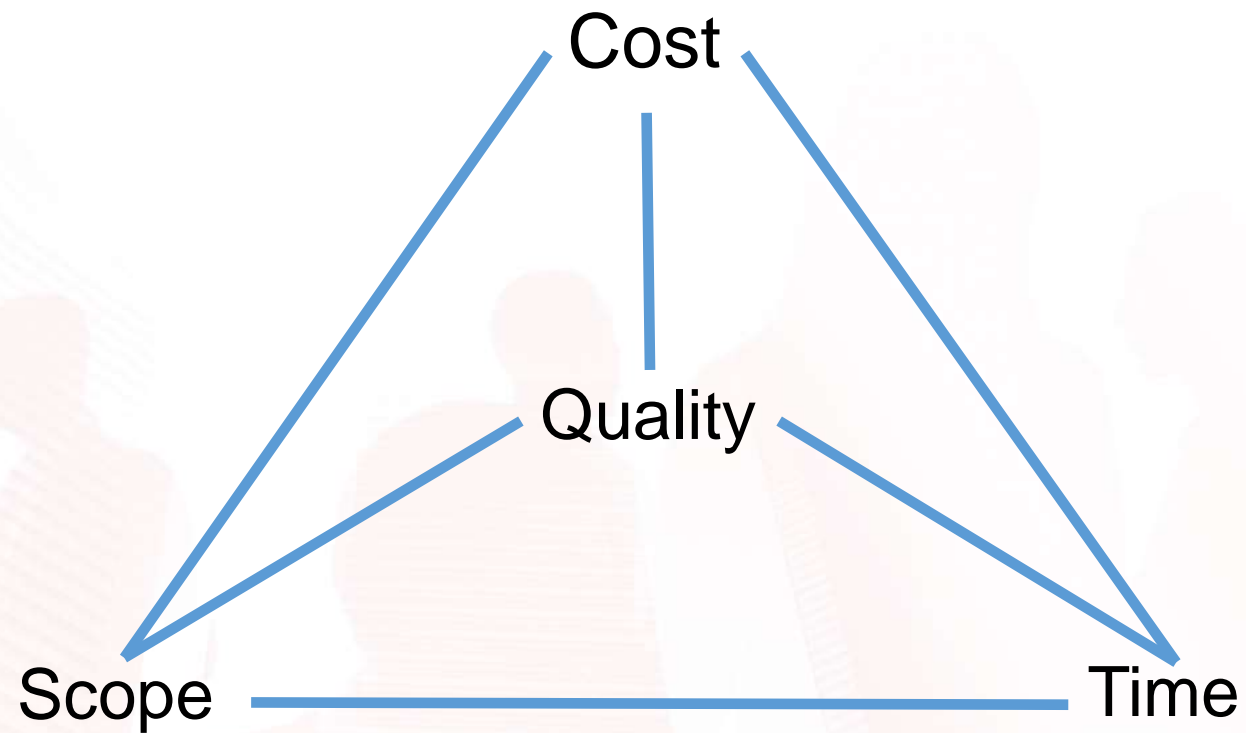
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Issues Raised in Other Sessions

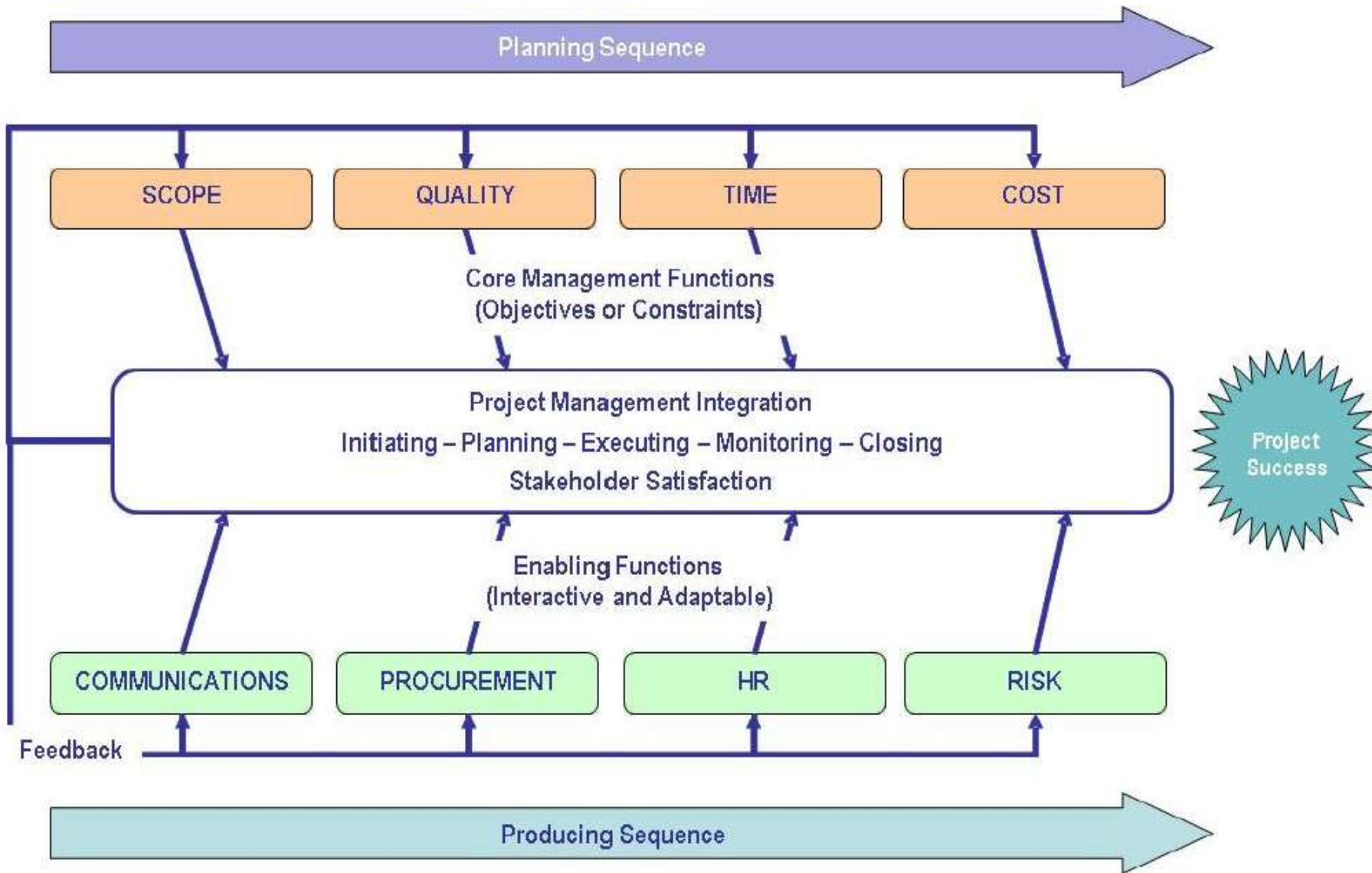
- Sign off of the non-negotiables, and by extension, the areas that are open to negotiation, before starting
- Clarify the real strategic intent
- Clarify vested interests (particularly those not wanting the project to occur / succeed)

Others?

Balancing the Project



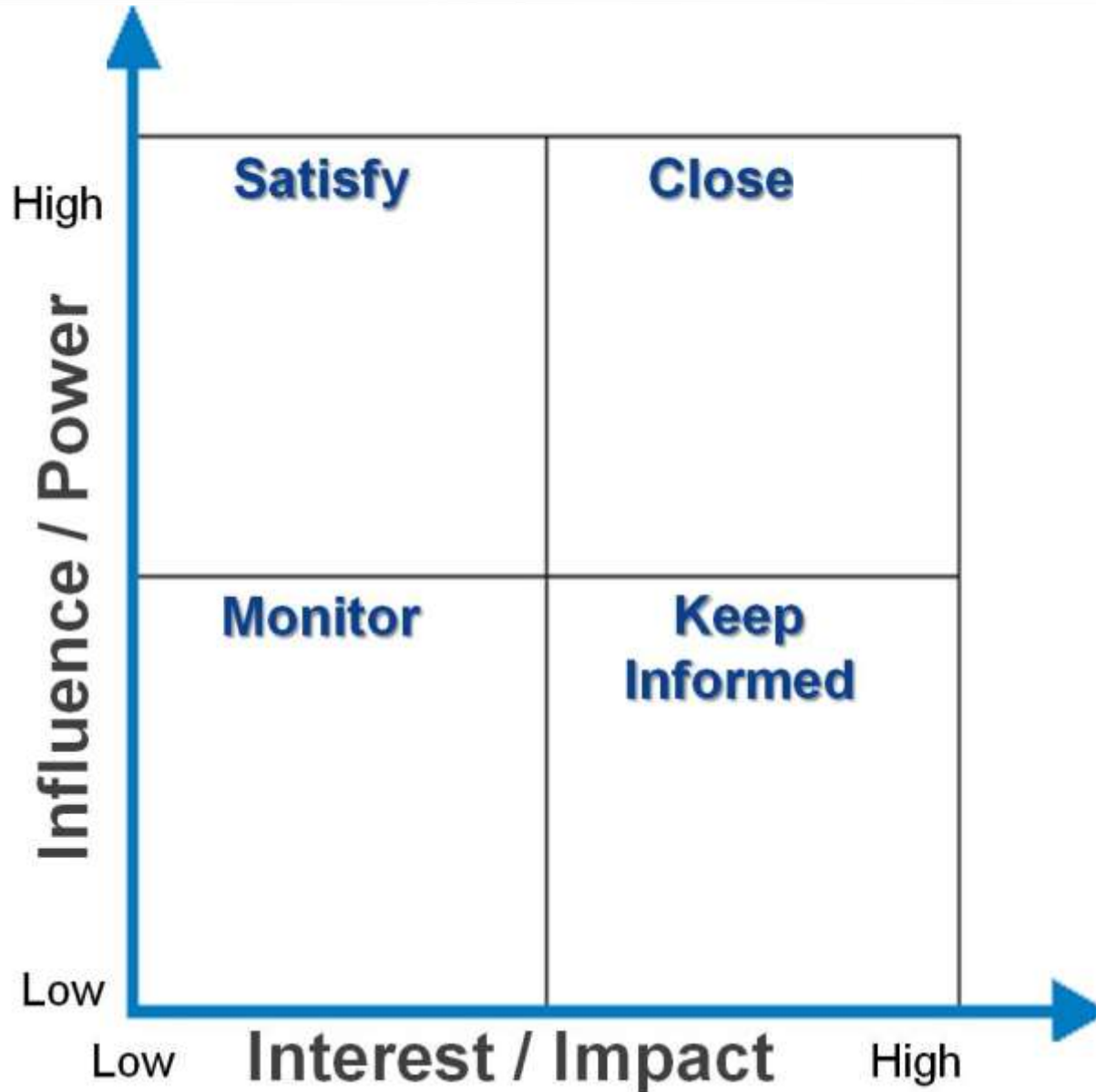
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Project Management Functions

Institute of Management, 2012

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Stakeholder Mapping

Institute of Management, 2012

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Scenario 1 - WMFF

- Fantastic funding submission for “Feed the animals”
- As experienced AR practitioners, the AR project is a given
- The challenge is managing the relationship with WMFF
- Consider:
 - Identifying the sponsor's needs
 - The schedule for communications
 - Keeping the sponsor's interest

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Questions

- What are the research / project objectives? Should the sponsor feature in those objectives?
- How do we identify and confirm the sponsor's needs?
- What actions are necessary to monitor the sponsor's satisfaction?
- How often should we contact the sponsor?
- What are the signs that the sponsor's interest is waning?
- What should we do when we notice those signs?
- How do we prevent, and how (and when) should we react to, reduced sponsor interest?

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Scenario 2 – Your Own Example

- As experienced AR practitioners, the AR project is a given
- The challenge is managing the relationship with the Sponsor
- Consider:
 - Identifying the sponsor's needs
 - The schedule for communications
 - Keeping the sponsor's interest

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Conclusion

- Do we have enough to manage our sponsors?
- What now?