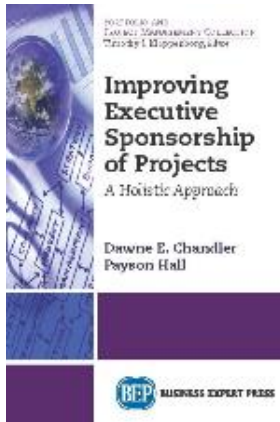


PM WORLD BOOK REVIEW



Book Title: ***Improving Executive Sponsorship of Projects: A Holistic Approach***

Author: **Dawne E. Chandler, Payson Hall**

Publisher: Business Expert Press

List Price: \$34.95 Format: Paperback, 157 Pages

Publication Date: 2017 ISBN: 978-1-63157-411-5

Reviewer: **Mats Malmstrom**

Review Date: December 2017

Introduction

This book highlights the importance of the executive project sponsorship and its crucial function in the organization for ensuring project success.

Improving Executive Sponsorship of projects is a comprehensive guide equipping the reader with insights about the benefits and the challenges of project sponsorship together with a practical approach of how to address and successfully build an effective executive sponsorship practice in an organization over time.

Overview of Book's Structure

The book is divided into nine chapters.

- Chapter 1 – Approach to Improving Executive Project Sponsorship
- Chapter 2 – Executive Sponsorship Matters
- Chapter 3 – Cultural Influences on Executive Sponsorship
- Chapter 4 - Importance of Project management standards
- Chapter 5 - Desirable Executive Sponsor Characteristics
- Chapter 6 – Sponsor Readiness
- Chapter 7 – Roadmap to Organizational Readiness
- Chapter 8 – A plan to Enhance Executive Sponsorship
- Chapter 9 – Summary

The authors take you through a learning journey built on research and their own experience. Each chapter discuss each topic thoroughly and highlights key areas to be addressed. The reader will find useful questionnaires, discussion points, templates and processes to assess their current situations and to devise action plans. At the end of each chapter the authors provide some considerations from the PMO and project manager perspectives.

Highlights

A framework for assessing the current and desired characteristic for executive sponsorship built on Global Alliance for Project and Performance Standard (GAPPS) is presented. It focuses on three key traits of executive sponsorship: Taking accountability for the project, supporting the project manager and supporting the project.

The importance of understanding the organizational culture and its influence on project and sponsorship performance is discussed by the authors looking at typical cultural behaviors and inhibitors to evaluate the cultural readiness for executive sponsorship.

The book stresses the benefits of having a standardize PM framework implemented as a foundation for success while exploring how executive sponsorship can provide guidance and support to the project team during the lifecycle of the project.

Highlights: What I liked!

The book covers a very important project function that sometimes is overlooked or taken for granted in an organization. There is a lot of literature and training for project managers, but very little for executive sponsorship. This book provides a good start for any organization to assess and to build a strong and effective sponsorship for their projects. It is well structured and provides a good balance between theory, experience and practical recommendations.

Who might benefit from the Book and Conclusion

This book is a good read for leaders and managers, in particular for project portfolio owners and PMO managers, seeking to improve their project sponsorship function and generate more value out of their projects.

For more about this book, go to: <http://www.businessexpertpress.com/books/improving-executive-sponsorship-projects-holistic-approach/>

Editor's note: This book review was the result of a partnership between the publisher, PM World and the [PMI Dallas Chapter](#). Authors and publishers provide the books to PM World; books are delivered to the PMI Dallas Chapter, where they are offered free to PMI members to review; book reviews are published in the PM World Journal and PM World Library. PMI Dallas Chapter members can keep the books as well as claim PDUs for PMP recertification when their reviews are published. Chapter members are generally mid-career professionals, the audience for most project management books. If you are an author or publisher of a project management-related book, and would like the book reviewed through this program, please contact editor@peworldjournal.net.

About the Reviewer



Mats Malmstrom

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Mats Malmström is a multidisciplinary project management advocate with more than 25 years leading and sponsoring international high-profile projects and programs within product development and market introduction, business development, organizational development and sales in the information and communication technology sector.

Today, Mats Malmström is the head of consulting and learning services for North America and Latin America at LYM Innovation Consulting, coaching and training companies in many verticals to boost their project business performance.

Mats holds an executive MBA in international business from Uppsala University in Sweden and is a member of the PMI chapters in Dallas and in Panama.

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