



## PMF Book Review

**Book Title:** Project Sponsorship -  
*Achieving Management Commitment for Project Success*  
**Authors:** Randall L. England and Alfonso Bucero  
**Publisher:** John Wiley & Sons Inc.  
(Jossey Bass Management Series)  
**List Price:** \$50.00  
**Publication Date:** 2006  
**ISBN:** 978-0-7879-8136-5  
**Reviewer:** James G. Page  
**Review Date:** September 2007

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### Introduction to the Book

Who needs Project Sponsorship is the premise of this outstanding book. The authors are well versed in this subject. They have years of project expertise involving major Hewlett-Packard projects and programs. Their specialized project management should not deter anyone from using this book successfully of any type of project. This book has been carefully crafted to orient its message for project managers / sponsors / stakeholders to better understand and improve project sponsorship.

### Overview of Book's Structure

The book is designed as a "How To" guide to understanding and improving project sponsorship. It begins with "Sponsor Responsibilities" through "Knowledge Management". The book details the basics in developing successful project sponsorship. It also provides substantial information for any experienced sponsor / project manager to use for reference or training purposes. It also has additional topics with forms to properly evaluate a projects risk assessment.

The book's most dynamic element, and so often overlooked, is the project's organizational culture. These "rules", "mores", and "patterns" are the pitfalls and power structures which project managers who are not aware will clearly place any project in jeopardy.

**Highlights: What I liked!**

This book clearly identifies the shortfalls of many projects. It quickly provides the insight concerning sponsorship or lack thereof which project managers have to gain after years of experience. This is one of those books which can become a political "hot potato" and must be handled with care. Rather than approach upper management with this outstanding guide perhaps it should be mailed in a plain brown envelope to selected sponsors and CEOs. The most telling and important issue I found within the book is the high potential a CEO led project may not be successful.

**Shortfalls: What was Missing!**

Colorful diagrams would greatly enhance the book's presentation. Color versus black / gray is always a stronger marketing and learning medium. An additional letter written as a one page memo written as a business email to elicit the immediate interest of any sponsor opening this book would become a strong motivation to read the book. Last but not least is a Powerpoint Summary document which puts the major points of this book into a presentation format for use as an education tool for sponsors. The final missing element is a Sponsorship 101 Course based on this book's guidelines.

**Who might benefit from the Book**

CEOs, Sponsors, Steering Committees, Project Managers, and Stakeholders would all benefit from understanding and following the book's guide to vastly improving sponsorship skills. Dealing with the people who will make the project successful is an essential element covered very well in this book.

**Conclusion**

I strongly recommend this book for project managers, sponsors, CEOs, Steering Committee members, and stakeholders. Several attempted thefts have already been made by fellow project managers who merely glanced at the highlights. They agreed with me the political care which must be exercised in approaching a sponsor with this book.

**About the Reviewer:**



*James G. Page*



**James Page** is a PMI Certified Project Manager who works as an independent project consultant while pursuing his Project Management MBA at the University of Texas at Dallas. He has over 20 years of Project Experience in paper manufacturing, information technology, defense, and medical projects. His home is in Ada, Oklahoma, USA where his spare time is spent cattle ranching and serving his Double Yellow Headed Amazon Parrot Cisco.