

## The five things every sponsor should know...

Sponsors, and project sponsorship processes, are known to have more influence on the success of projects than any other single factor – including the capability of the project manager.

What makes a good sponsor? Is it their attitude? Are there tasks and responsibilities that sponsor just must do, or is it about the power and status they confer on the project? Much research has been done, and the results are both insightful and helpful.

This seminar explores those sponsor behaviours that help projects succeed - and those that are likely to limit the chances of success. It looks at why these different sponsor behaviours occur, and how organisational culture can impact the way in which sponsors interact with project teams.

You are invited to share your experiences with other sponsors, and to discuss with members of CITI who have researched widely in the field of governance of projects and programmes.



## CITI's Seminars in the City

CITI has established a series of discussion forums for senior change professionals in the financial sector.

These networking events generate valuable exchanges of views and a sharing of insights. They are for decision makers and influencers in the financial services sector and we extend to each organisation only a limited number of individual invitations.

We ask seminar participants to share their thoughts, concerns and approaches on change management topics of current interest. All discussions are held under Chatham House rules in order to stimulate frank and dynamic discussion. A CITI expert will make a short presentation to frame the discussion and will facilitate the running of the seminar.



**Thursday 18<sup>th</sup> June 2015, 4pm -7:30pm**

**Arab-British Chamber of Commerce, 43 Upper Grosvenor Street, London W1K 2NJ**