

# “Project Sponsor, Project Charter”

## - Initiating Successful Projects

The typical organization initiates projects with great frequency. Problematically, it is rare to find an organization with a defined, formal process for initiating projects successfully. Projects do get started, but seldom the same way twice. As a result:

- **The essential Project Sponsor role is often unclear and inconsistently fulfilled**
- **Some projects are initiated without notice to and appropriate participation from the organization’s key stakeholders and key customers**
- **Strategic plans may be poorly translated into tactical actions**
- **Projects begin their life without the benefit of careful definition through a well-crafted Project Charter that will assure their stability and maximize their value**

Many of the issues that ultimately will cause the greatest project challenges are, in reality, created at the outset through poor or inconsistent project initiation.

Addressing the need to initiate projects successfully through a strong, repeatable process, Glenn Searle of Portfolio-Engineering Inc. will present “Project Sponsor, Project Charter – Initiating Projects Successfully”. The presentation will:

1. **Review the attributes that make Project Initiation a truly unique management event**
2. **Consider the essential role and responsibility of the Project Sponsor**
3. **Highlight the effective use of Project Charter Technique to establish, define and stabilize each project initiative**

Participants will receive a proven Project Charter document template that can be modified as necessary and put into immediate production to help create strong, effective project charters.

### Instructor:

Glenn Searle, PMP, is the President of Portfolio-Engineering, Inc. Portfolio-Engineering is a provider of portfolio, program, resource and project management consulting services, including PMO build-outs and Microsoft Project Server configurations. Their full-service offerings include process definition, tool selection, training, mentoring, and governance services. Recent clients include Amgen Biotech, Pepsi-Co, Orange County Sanitation District, Power and Utility Company of New Mexico and Air Canada.



Glenn's 16 years and more than 100 million dollars of hands-on project management experience, practiced in Fortune 100 companies and vertical industries including information technology, software and web development, biotech, travel and hospitality, construction and utilities, makes him uniquely qualified to assist with pragmatic selection, training, and utilization of management techniques to effect permanent, effective change. Formally trained in teaching, speaking, facilitation and process re-engineering, management consulting remains his true passion.

