

Initial Sponsor Interview Instructions

Ideally, the project manager should conduct the sponsor interview(s) prior to beginning the project. The interview provides an opportunity for the project manager and sponsor to clarify and document how the sponsor will determine project success.

- What are the business objectives of the project?
- Who are the key project stakeholders?
- How will the sponsors measure the success of the project?

Prepare for the sponsor interview by reviewing the Initial *Sponsor Interview* form in detail and by reviewing the Project Charter template, which follows this first interview.

Sending the questions listed above to the sponsors in advance may help them prepare for the in person interview. If other Key Stakeholders are identified during this process, arrange to perform a similar interview with them as well and then combine their inputs for a joint review by the group.

A. General Information

Interview Date – Enter the date of the interview.

Proposed Project Title – Enter the proposed name for the project.

B. Sponsor Information

Name – Enter the sponsors' names.

Title – Enter the sponsors' job titles.

Department – Enter the sponsors' departments and units.

Telephone Number – Enter the sponsors' telephone numbers.

Email Address – Enter the sponsors' email addresses.

C. Sponsorship Responsibility


Read the project sponsor responsibilities to the Sponsor and ask if they can fulfill the specified duties. Record their answer and include any concerns or questions that the sponsor has.

D. Key Stakeholder

List the names, departments, and units of the key project stakeholders. The key stakeholders are those participants who exert the most influence over the project or whose interests may be significantly impacted (positively or negatively) by the project.

E. Success Factors

Ask the sponsor(s) to describe how they will determine project success along with the specific target metrics they want to achieve.



Here are some sample “Success Factors” statements:

- Overall cost savings of \$50K
- Reduce processing time by 25 percent

In order to measure improvement, a baseline value must be defined at the beginning of the project. Ensure that the sponsor(s) can provide the data required to determine the baseline value(s).

Finally, ask the sponsors to prioritize the success factors.