

PROJECT SPONSORSHIP & GOVERNANCE

“Empowering executives and sponsors to deliver strategic value through effective project governance and leadership.”

Schedule

Date	Venue	Fees (Face-to-Face)
13 - 17 Jul 2026	Kuala Lumpur, Malaysia	USD 3,495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

Project success is not just about execution—it hinges on effective sponsorship and governance. Senior stakeholders, board members, and sponsors play a critical role in aligning projects with organizational strategy, enabling accountability, and ensuring benefits realization.

This 5-day advanced course is designed to equip sponsors, executives, and senior managers with the tools and frameworks to guide project investments, navigate risks, and ensure that projects deliver lasting value. It emphasizes governance structures, portfolio alignment, decision-making processes, and leadership roles throughout the project lifecycle.

Objectives

By the end of this course, participants will be able to:

- Understand the roles and responsibilities of a project sponsor
- Establish effective governance frameworks for project oversight
- Align project portfolios with strategic business objectives
- Guide project teams in risk, issue, and change management
- Monitor progress, ensure accountability, and maximize benefits realization
- Make informed decisions at project stage gates and key milestones

Why Attend

- Learn how to fulfill your role as a sponsor with confidence and clarity
- Strengthen governance across your project or program portfolio
- Improve project outcomes by providing effective direction and oversight
- Enhance your ability to evaluate proposals and challenge assumptions
- Network with senior peers and learn from global best practices

Target Audience

This program is designed for:

- Project sponsors, executives, and senior managers
- Board members and steering committee participants
- Portfolio and program managers
- Governance and compliance officers
- Business owners and department heads accountable for project delivery

Individual Benefits

Key competencies that will be developed include:

- Strategic project sponsorship and leadership
- Governance framework design and implementation
- Enhanced decision-making and oversight skills
- Understanding of project lifecycle and value realization
- Risk-based thinking and benefit tracking

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved alignment between strategic goals and project execution
- Stronger executive engagement and accountability in projects
- Better-managed project risks, resources, and change impacts
- Increased project success rates and ROI
- Consistent governance practices across the enterprise

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - In-depth insights into project governance, portfolio alignment, and sponsor responsibilities
- Case Studies - Real-world governance challenges and best practices from public and private sectors
- Workshops - Hands-on exercises on role modeling, escalation, and decision-making scenarios
- Peer Exchange - Experience sharing among senior participants on governance issues
- Tools - Governance checklists, sponsor dashboards, and benefit realization frameworks

MAWA EVENTS

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Course Outline

Detailed 5-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Introduction to Project Sponsorship and Governance

- Module 1: Strategic Role of the Project Sponsor (07:30 – 09:30)
 - Defining sponsorship in the project lifecycle
 - The sponsor's impact on project success
- Module 2: Governance Principles and Structures
 - Key elements of effective project governance
 - Roles of boards, committees, and executives
- Module 3: Establishing a Governance Framework
 - RACI, decision rights, and escalation protocols
 - Tools and templates for consistent oversight

Day 2: Aligning Projects with Strategy

- Module 1: Portfolio Management and Prioritization
 - Aligning projects with business goals and value streams
 - Portfolio balancing and resource allocation
- Module 2: Project Business Cases and Investment Appraisal
 - Reviewing proposals and evaluating benefits vs. costs
 - Sponsor's role in business justification
- Module 3: Sponsor Engagement Through the Lifecycle
 - Oversight during initiation, execution, and closure
 - Role clarity at gates, reviews, and audits

Day 3: Governance in Action - Risk and Issue Management

- Module 1: Strategic Risk Governance
 - Identifying and monitoring high-level project risks
 - Engaging with uncertainty and opportunity
- Module 2: Managing Issues, Changes, and Escalations
 - Governance pathways for issue resolution
 - Sponsor interventions in crisis scenarios
- Module 3: Compliance, Ethics, and Transparency
 - Governance for public accountability
 - Navigating regulatory and ethical risks

Day 4: Value Realization and Performance Oversight

- Module 1: Measuring Project and Portfolio Performance
 - Sponsor dashboards and performance indicators
 - Early warning signals and health checks
- Module 2: Benefits Management and Value Tracking
 - Benefits realization plans and tracking mechanisms
 - Role of the sponsor in sustaining long-term outcomes
- Module 3: Stakeholder Engagement and Influence
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Communicating with executives, boards, and users

- Negotiation and influence skills for sponsors

Day 5: Capstone Governance Simulation and Action Planning

- Module 1: Governance Scenarios and Decision-Making
- Team simulation exercise: governance in a high-risk project
- Applying best practices to real-world dilemmas
- Module 2: Governance Maturity Assessment
- Evaluating current practices in your organization
- Identifying gaps and improvement areas
- Module 3: Personal Sponsorship Action Plan
- Commitment to governance behaviors
- Custom roadmap for applying course learning

Certification

Participants will receive a Certificate of Completion in Project Sponsorship & Governance, validating their readiness to lead project investments, ensure strategic alignment, and enhance value delivery through robust governance practices.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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Interested in running this course for your team?

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