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## **Some guidelines for project sponsors for carrying out successful project briefings**

1. A recognition that briefing is a skill that needs to be worked on by the person doing the briefing
2. Think about how you are going to motivate your project manager.
3. Engage with the project manager. Let them ask questions, let them explore the rationale for the project, open doors for them to meet other key stakeholders
4. Test understanding and establish what the project manager really understands and where there are gaps
5. Think about the time and the place for the briefing
6. If the project has a deadline, explain why it is that date and the impact of non-delivery
7. Possibly supply information in advance of the briefing so that the project manager can prepare
8. Get feedback yourself! You will only improve if you know how you have done and what better way to check than when you have just briefed someone

These are some guidelines. You may have more and if so, we would be delighted to hear from you