Letter to the sponsor

Example of a letter to familiarise sponsors with PDC as a project approach

Dear sponsor,

You have asked us to carry out a project for you. We are happy to do so! Before we get started, we would first like to tell you something about our approach. This prevents misunderstandings and ensures smooth cooperation – and with it, a project that succeeds.

We work on the basis of Project Driven Creation. This puts the emphasis on creating a shared picture of the project among all the parties involved. After all, a good project result requires commitment and energy above all. If the project team considers the project important, is keen to get going and is willing to take responsibility, the foundation has been laid.

In practice, this means that you preferably commission us in two steps. First for the definition phase, in which we work with you and the team to get a sharp picture of exactly what the project involves. At the end of that phase, we present you with a project contract – a well-considered plan with broad support. With that, you commission the execution.

Below we explain how this works, and what it asks of you.

LOOK BEFORE YOU LEAP – THE DEFINITION PHASE

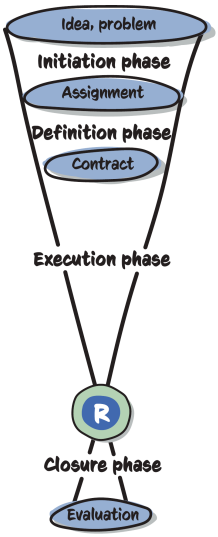
Before we start the execution, we take the time in the definition phase to properly define the project and demarcate its scope, together with you and the team.

On the basis of that project definition, the team works out the plan of approach. We do this in a Project Startup: a working conference in which we take concentrated time, with the entire project team, to set up the whole project. Depending on the size of the project, a Project Startup lasts from a full day to several days.

During this Project Startup, the following topics will be covered in any case:

- **Definition of the project:** we establish the objectives, the intended results, the scope demarcation and the parameters. We would like to discuss these with you, so that the whole team has a clear picture of what exactly the project involves.
- **Activity plan with division of tasks and schedule:** which activities need to be carried out, in what order, within what time frames, and who takes care of what? We make this plan together and work it out visually on flip charts. At the end of the Project Startup, we invite you to go through it with us.

In addition, we usually organise a separate meeting for the risk analysis in the definition phase. In it, we map out the main risks and agree on measures to control them. These form an integral part of the project contract that you receive at the end of the definition phase.



WHAT DOES THIS APPROACH MEAN FOR YOU AS SPONSOR?

Working according to Project Driven Creation has clear advantages, but also a few consequences. We would rather mention them now than later.

Patience

We will not start the execution straight away; first comes the Project Startup. But rest assured: we will more than make up for that time. Because we invest in understanding and designing the project beforehand, we lose no energy along the way to misunderstandings, resistance, avoidable risks and mistakes.

We also ask something of you

In this first phase, you yourself invest more time in the project than you may be used to. You will in any case be invited to the Project Startup. There you get to know the team and talk with them about your expectations, objectives, intended results and constraints. We call that conversation a collective intake.

The project team will question you, but also advise you. This gives you a direct impression of their expertise and commitment – and of any concerns they may have. We think it is important to discuss these with you at an early stage, so that we can take them into account and tackle bottlenecks straight away.

Better to turn back halfway ...

This approach also means that projects can fall by the wayside sooner. And that is good news.

Because we think more thoroughly about all aspects of the project in the definition phase, we may come to the conclusion that the project is not viable. Perhaps this is not the right time to start, because too many other projects are running. Perhaps the risks of this approach are too great. Either way: better to turn back halfway than to go astray altogether. That insight is considerably less costly at the beginning of a project than halfway through.

WHAT DOES IT DELIVER?

So with Project Driven Creation, you commission the project in two steps: first, you commission the definition phase, in which the Project Startup takes place. And at the end of this phase, you receive a project contract that is better thought through and has broader support, with which you commission the execution.



This approach gives you:

- **Efficient project execution:** Working according to a structured, project-based approach helps to ensure that the project is carried out efficiently. Using this approach makes the steps in the project clear and unambiguous, and allows the work to be done efficiently and in a structured way.
- **Risk management:** Project Driven Creation focuses on managing risks. By identifying risks before and during the project and managing them, the chances of problems in the project are reduced. This can help the project to be carried out better and reduce the costs and time needed to complete the project.
- **More control:** Using a project-based approach gives you more control over the project and how it is carried out. This approach provides more insight into and transparency about the project, and allows the progress and results of the project to be monitored and assessed.
- **Lower costs:** Although the initial time investment and costs may be higher, this leads to savings in time and costs in the long term. Using a structured and efficient approach reduces the chance of problems and delays in the project, so that ultimately less money is needed to complete the project.

In short, working according to Project Driven Creation offers you as sponsor a structured, efficient and transparent way of working, which can ultimately lead to cost savings and a successful project.

WHAT NEXT?

As a first step, we would like to schedule a meeting with you about the set-up of the definition phase: who will be on the team, when we will organise the Project Startup and what we need from you for it. We will contact you about this.

We look forward to getting to work for and with you to make this project a reality!

Kind regards,

[name]

[position]

[organisation]