

# PMI 4.0 Strategic Brief

Strategic Narrative – Updated September 2021

#PMIOfficial

## Intended audience for the PMI 4.0 Strategic Brief

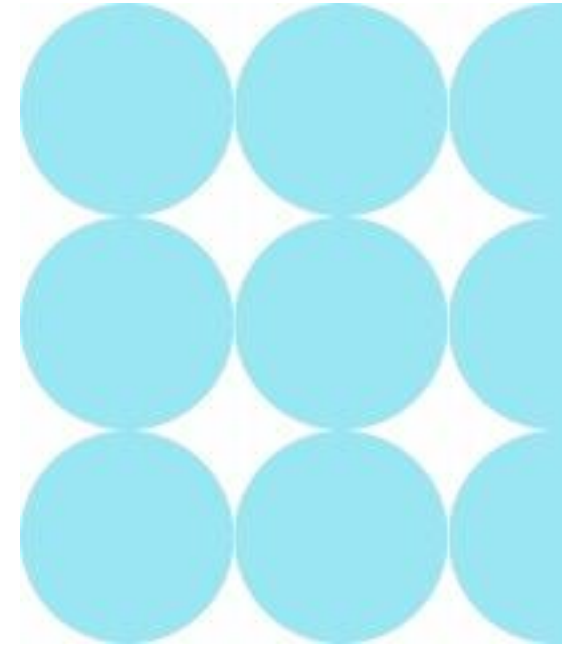
All PMI staff, Executive Leadership Team (ELT), Regional Managing Directors (MD), Partner Volunteer Leaders (i.e. Board of Directors, Chapter Leaders, Insights Teams)

## Objective

- Provide the core language of PMI 4.0 with meaningful context to build alignment and deep understanding across the core PMI community
- Each slide visually demonstrates how the narrative unfolds
- Provide clear, approved messaging regarding the PMI 4.0 Goals and Strategic Focus Areas

## Goals of the PMI 4.0 Strategic Brief

- Users will understand the drivers, aspirations, goals and tactics of PMI 4.0
- Users can read the narrative and effectively learn how to “speak” about PMI 4.0





Shaping  
the Future  
Together

and drive **make ideas real.**

**PMI IS ON A MISSION.** As the leader in project management, we aim to **empower people to make ideas a reality.** Global megatrends — such as the climate crisis, COVID-19 pandemic; and civil, civic, and equality movements — are dramatically reshaping our world, leading to a proliferation of projects and magnifying the need for all changemakers to have project management skills.

**PMI 4.0 is a growth strategy** to address the project management needs of our existing community of project professionals and welcome a new audience of global changemakers. Changemakers need the skills, knowledge, and expertise our community has curated over the last 50 years in order to change the world for the better. By expanding our reach and building lifelong relationships with our stakeholders, **PMI can increase its impact to the world by 10x.**

Our community is strong and **together, we can shape the future.**



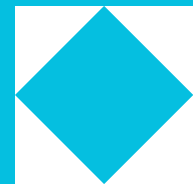
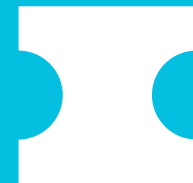
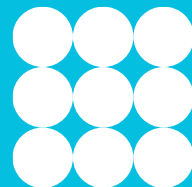
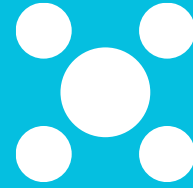
# Our Aspiration of Expanded Social Impact



**“Empowering people to  
make ideas a reality”**

We, the broader PMI community, volunteers, chapters, and Board aim to bring our winning aspiration to life for changemakers of all ages.

# PMI 4.0 STRATEGIC OBJECTIVES



# Strategic Objectives

Delivering on our Aspiration to Achieve 10x Growth in Enablement and Engagement

## **Broaden our Reach**

*Serving more people by extending our regional operations, coalition building with other leading associations and organizations, and connecting and welcoming changemakers of all ages.*

## **Extend our Impact**

*Making each individual more capable through a diverse, modular set of offerings and targeted social impact. Enabling changemakers throughout their life cycle.*

## **Build Lasting Relationships**

*Develop lifelong relationships with individuals, building trust by continually meeting their personal and professional growth needs, and advocating for their skills with employers.*

# Broaden Our Reach

Serving more people by extending our regional operations, coalition building with other leading associations and organizations, and connecting and welcoming changemakers of all ages.

- Project professionals will always be the heart of our **community** and collectively we have a great wealth of knowledge, resources, and experience.
- The PMI community stands to make **enormous global impact** by sharing our collective knowledge with others who need PM skills to make their ideas reality. We call these individuals **changemakers**.
- **Changemakers can be students, volunteers, entrepreneurs, specialists or business leaders** - of any age and any background. What we all have in common is a drive to bring about **positive change** for the world.



# Extend our Impact

Making each individual more capable through a diverse, modular set of offerings and targeted social impact. Enabling changemakers throughout their life cycle.



- We are in a **unique position to do good in the world** by equipping individuals with the skills to make them more effective in bringing about positive change.
- PMI will offer an **expanded portfolio of modular offerings**, providing choices – opportunities for each individual to **build a tailored growth journey**, to learn new skills, and evolve throughout their unique career journey.
- **As our community grows, so will our impact.** In short order, PMI's community will be widely seen by more people than ever as a powerful force for good in the world.

# Build Lasting Relationships

Develop lifelong relationships with individuals, building trust by continually meeting their personal and professional growth needs and advocating for their skills with employers.



Students need project management life skills. We will provide offerings that help them “drive change NOW” instead of waiting to have an impact later.



Young professionals seeking to accelerate their professional development will be supported by certifications, specialized credentials, and experiences. Employers will see the value of our offerings and will invest in upskilling their workforce.



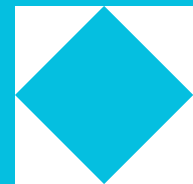
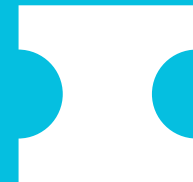
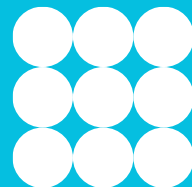
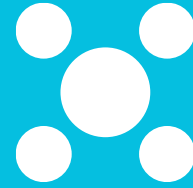
Senior executives, deep into their careers, will find opportunities for mentoring and can receive more consultative guidance regarding organizational transformation and leadership.



For changemakers who do not consider themselves project professionals, we will offer an array of low-friction “tools you can use now” to help solve their immediate challenges and invite them into the PMI community.

By delivering consistent, lifelong value, we become a long-term, trusted source for all things project management and change.

# HOW WE WILL ACHIEVE OUR GOALS



# OUR STRATEGIC FOCUS AREAS

HELPING BROADEN OUR REACH, EXPAND OUR IMPACT AND BUILD LASTING RELATIONSHIPS

## EXPANDED COMMUNITIES, TARGETED ENGAGEMENTS

Strengthen our existing communities, expand outreach to external communities and develop newly specialized communities within PMI to broaden and deepen engagement

## COALITION OF ASSOCIATIONS

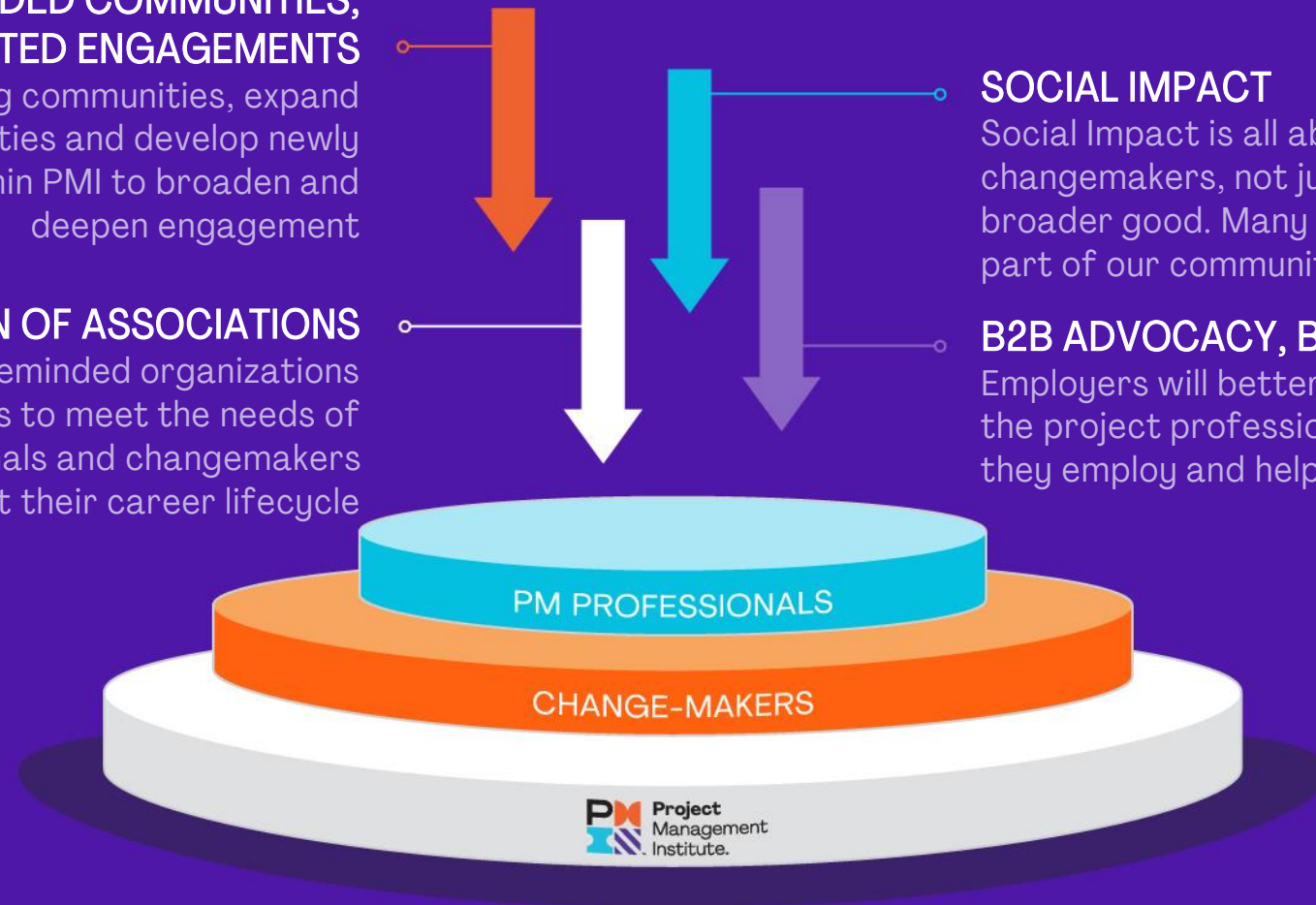
Develop partnerships with likeminded organizations to provide modular offerings to meet the needs of project professionals and changemakers throughout their career lifecycle

## SOCIAL IMPACT

Social Impact is all about change and we enable changemakers, not just for business – but for the broader good. Many changemakers will stay as part of our community

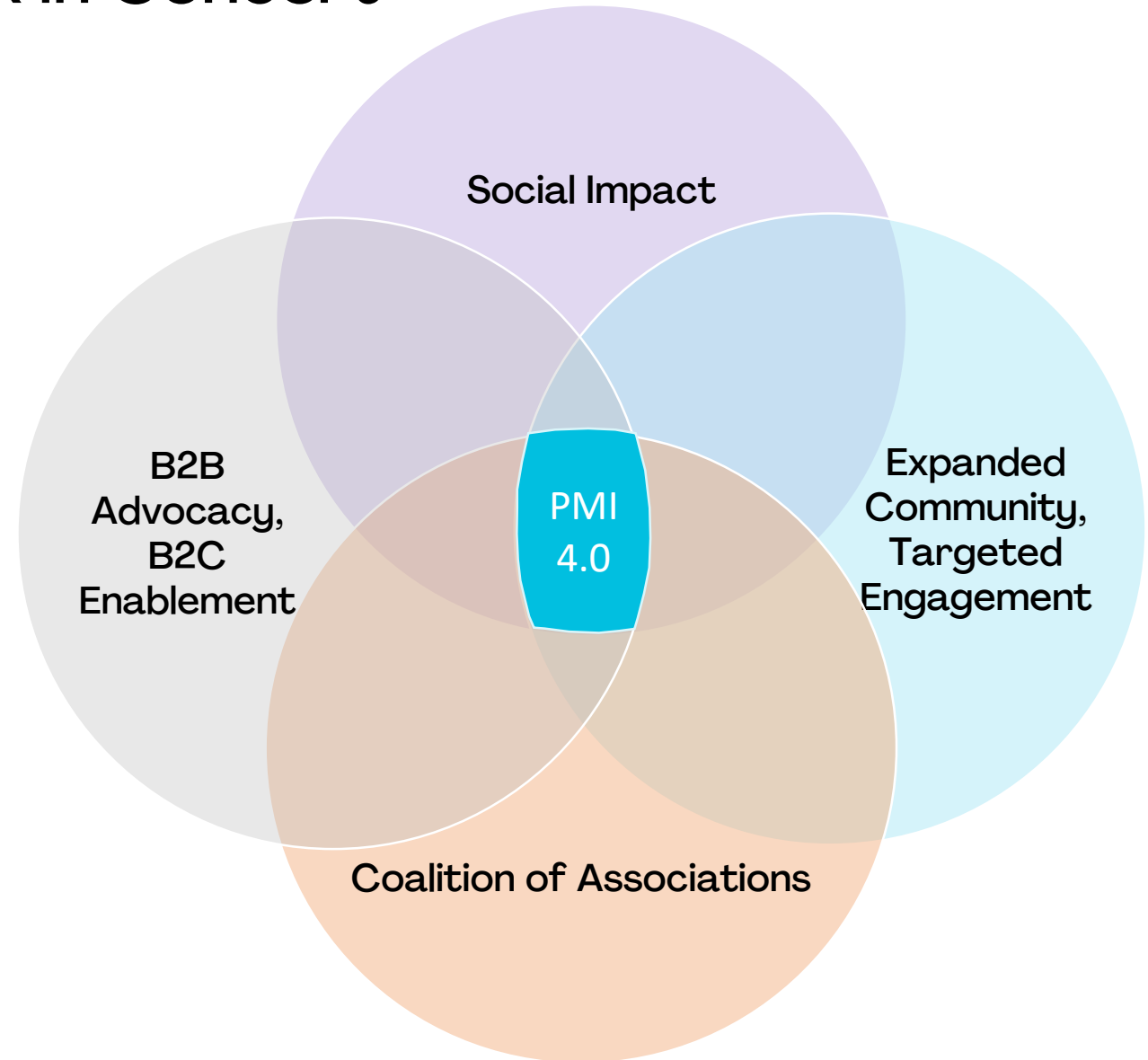
## B2B ADVOCACY, B2C ENABLEMENT

Employers will better understand the impact of the project professionals and changemakers they employ and help them gain new skills

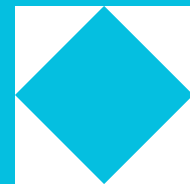
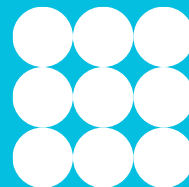
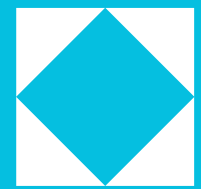
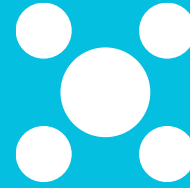


# Our Strategic Focus Areas Work in Concert

- The Strategic Focus Areas are not separate strategies but are connected, interdependent **TACTICS** that help us to realize our aspirations and become PMI 4.0.
- Each focus area allows us to:
  - **broaden our reach** to large numbers of new community members
  - **extend our impact** by enabling our community with skills to drive change
  - **build lasting relationships** with both individuals and organizations

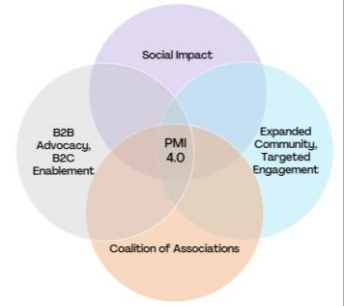


# STRATEGIC FOCUS AREAS – APPROVED MESSAGING



# Social Impact

Social Impact is fundamentally about change. At PMI we enable changemakers not just for business – but for the broader good.



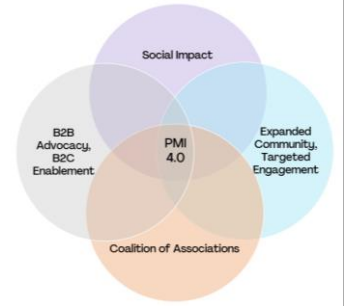
- **We are an organization with a social conscience**—as reflected by our 30-year history of social impact through the PMI Educational Foundation and academic engagement.
- We are now a member of the United Nations Global Compact and are fully committed to aligning our goals with the **United Nations Sustainable Development Goals**.
- We are committed to **giving back 250K volunteer hours** annually by 2025, in support of the UN SDGs and acting as a thought leader in the space of **Diversity, Equity, and Inclusion**.
- Through our expanded **Youth Strategy**, we will increase our engagement with young changemakers and enable them with project management skills as they develop as future leaders.
- We will act as a catalyst for change, bringing likeminded organizations together in our **Coalition for Purpose**, collaborating and sharing best practices for social impact efforts.

## Priorities Include:

- UNGC and UN SDGs
- Youth Enablement
- DE&I
- Coalition for Purpose

# Expanded Communities, Targeted Engagement

Strengthen our existing communities, expand outreach to external communities, and develop newly specialized communities within PMI to broaden and deepen engagement



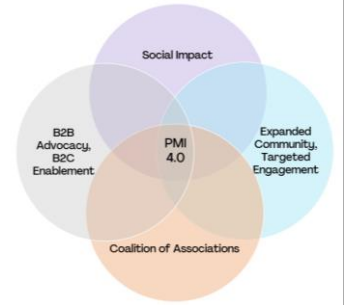
- We are working closely with our incredible chapter network to co-create and implement the **Chapter 4.0 Strategy**. Through this strategy we will enable our chapter leaders with the improved technology, resources and skills necessary to continually improve the experience for all chapter members and welcome new changemakers to our community.
- We will continually **evolve and grow our robust online communities** and **build specialized communities** focused on high value subject areas to better meet the needs of our stakeholders and to increase engagement.
- A new **affinity group program** will offer further support to chapters who wish to create popular types of sub-communities; for example, local communities may be formed around students, young professionals, local industries, and social impact initiatives.
- We will **collaborate with popular external platforms and communities**, bringing our offerings to places where new changemakers already are.

## Priorities Include:

- **Chapter 4.0 Strategy**
- **Evolving communities strategy to increase engagement**

# Coalition of Associations

Develop partnerships with complementary organizations to provide modular offerings to meet the needs of project professionals and changemakers throughout their career lifecycle.



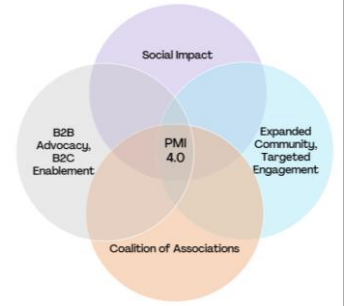
- We intend for the Coalition of Associations to be a **force multiplier for for-purpose organizations**, allowing associations like ours to cross-pollinate—exposing our member bases to the others’ offerings.
- Our newly expanded portfolio of modular offerings provides opportunities for individuals to build a tailored growth journey, but these individuals often need **project-related business acumen and power skills that we do not offer**. By partnering with other organizations, we can both reach new audiences and extend our impact by empowering our community with skillsets outside of our expertise.
- Starting with organizations that represent business functions like **marketing, finance, HR, and more**— we see it as a platform for sharing offerings that will help changemakers become well-rounded professionals and better business decision makers.

## Priorities Include:

- Expanding our reach to the member bases of partner organizations
- Extending our impact to our community with new offerings

# B2B Advocacy, B2C Enablement

Employers will better understand the impact of the project professionals and changemakers they employ and help them gain new skills.



- When **employers recognize the value of project management skills**, the demand for our credential holders and our certifications increases. By advocating for project management skills and expertise to organizations, we **strengthen** both the profession and the likelihood that employers will seek to upskill their staff.
- At the core of this strategic focus area is our **regional model**, which allows us to give each geographic region a local focus. Our Regional Managing Directors have begun to develop **deep relationships with organizations**, negotiating partnerships that benefit us all.
- By advocating for adoption of PMI offerings across organizations, we can expand our reach and extend our impact **by exponentially multiplying the impact organizations can deliver**.

## Priorities Include:

- Expanding our reach to the staff of large employers
- Act as a force multiplier for organizations that adopt company-wide upskilling

# APPENDIX:

# PMI 4.0 Board Metrics

*PMI's aspiration of expanded social impact leads to bold, ambitious growth targets*

How We Will Measure Success			
<b>PMI 4.0</b> <i>To Enable Individuals to Make Ideas into Reality we will...</i>	<b>Build Lasting Relationships</b> <i>Foster and grow our community</i>	<b>Community Engagement</b>	Total Members (incl. Chapter members)
			Total Chapter Members
	<b>Expand our Impact</b> <i>Making Each Person More Capable</i>	<b>Stakeholder Enablement</b>	Total Enablements (e.g. Youth & Professional Development Enablements, Partnerships, Community)
			Hours Pledged Annually in Support of the UN SDGs
	<b>Broaden our Reach</b> <i>To Serve More People</i>	<b>Brand Building</b>	NPS Score
		<b>Stakeholder Engagement &amp; Partnerships</b>	Organizational Partnerships
			Enablements for Young People ages 5–35

# Our 5 PMI Values Align With PMI 4.0

