

A young boy in an orange shirt and a grey cap is pointing upwards with his right hand. The background is a bright blue sky with a white world map overlaid on it. The map shows the continents of North America, South America, Europe, Africa, and Australia.

Project Management Institute

The Path Forward

Bart Ivy, PMP
Evanhoe & Associates

Overview

- **PMI Goal**
- **PMI Strategy**
- **Membership Structure**
- **Value of Membership**
- **Marketing Plan**
- **Chapter Leadership**

PMI's Envisioned Goal

“ Worldwide, organizations will embrace, value and utilize project management and attributes their success to it.”

PMI's Strategy

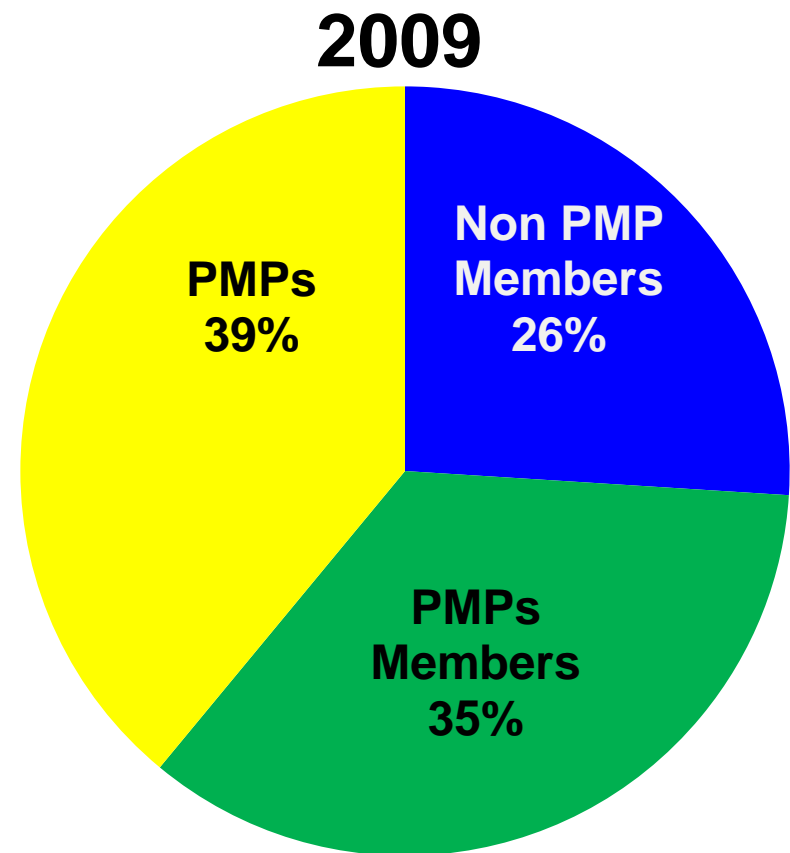
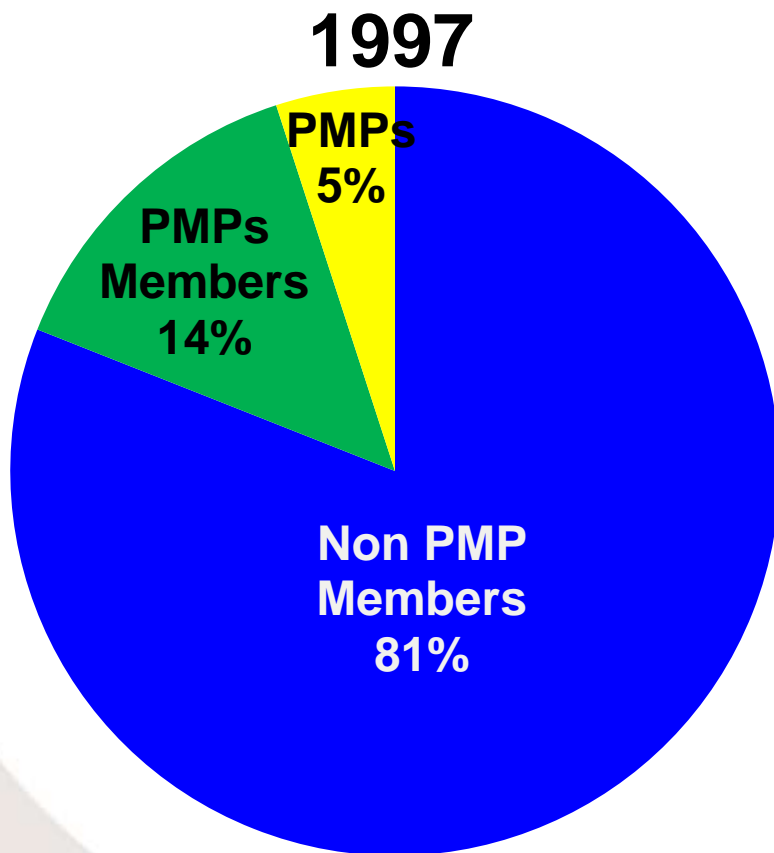
Two Strategic Objectives for
Project Management.

- Superior Practice
- Global Acceptance

- **20 Million Practitioners Worldwide**
 - **375,000 Credential Holders**
 - **305,000 PMI Members**



Transformation of PMI's Practitioner Stakeholder Mix



1999 Regional Distribution of PMI Membership and PMP Certification

95% Membership
93% PMPs

4% Membership
8% PMPs

.25% Membership
3.5% PMPs

.75% Membership
.5% PMPs

2009 Regional Distribution of PMI Membership and PMP Certification

68% Membership
55% PMPs

13% Membership
10% PMPs

5% Membership
4% PMPs

14% Membership
31% PMPs

*Over 28% increase
in PMPs*

Certified Practitioners

- Approaching 400,000 and continuing to grow
- Predominant users of Professional and career development
- Approximately 60% are also PMI Members

Top 3 Reasons for Obtaining And Retaining a PMI Credential

VALUE

- Professional Advancement
- Mandatory/Required for Employment
- Enhanced Marketability in Job Market

Members' Reasons

Reasons to Join

Reasons to Renew

VALUE

- Recognition
- Knowledge
- Certification
(Discount)

- Knowledge
- Recognition
- Networking
- Career Progression

Create Value in Credentials and Membership

Transactional

A large, solid blue arrow pointing from left to right, containing the text 'Transform the relationship'.

**Transform the
relationship**

Experiential

Awareness of Member Products

- Almost everyone knows about the PMBOK® Guide
- Most members know about Chapters and PM Networks
- Less than half of our members are aware of our other membership offerings

Building Value and Brand

- Communities of Practice (CoP)
- Continuing Certification Requirements System
 - Improved Reporting
- PMI Learn
- Career & Professional Resources
- Chapter Retention Outreach
- My PMI
- Marketing Portal

PMI Marketing Role

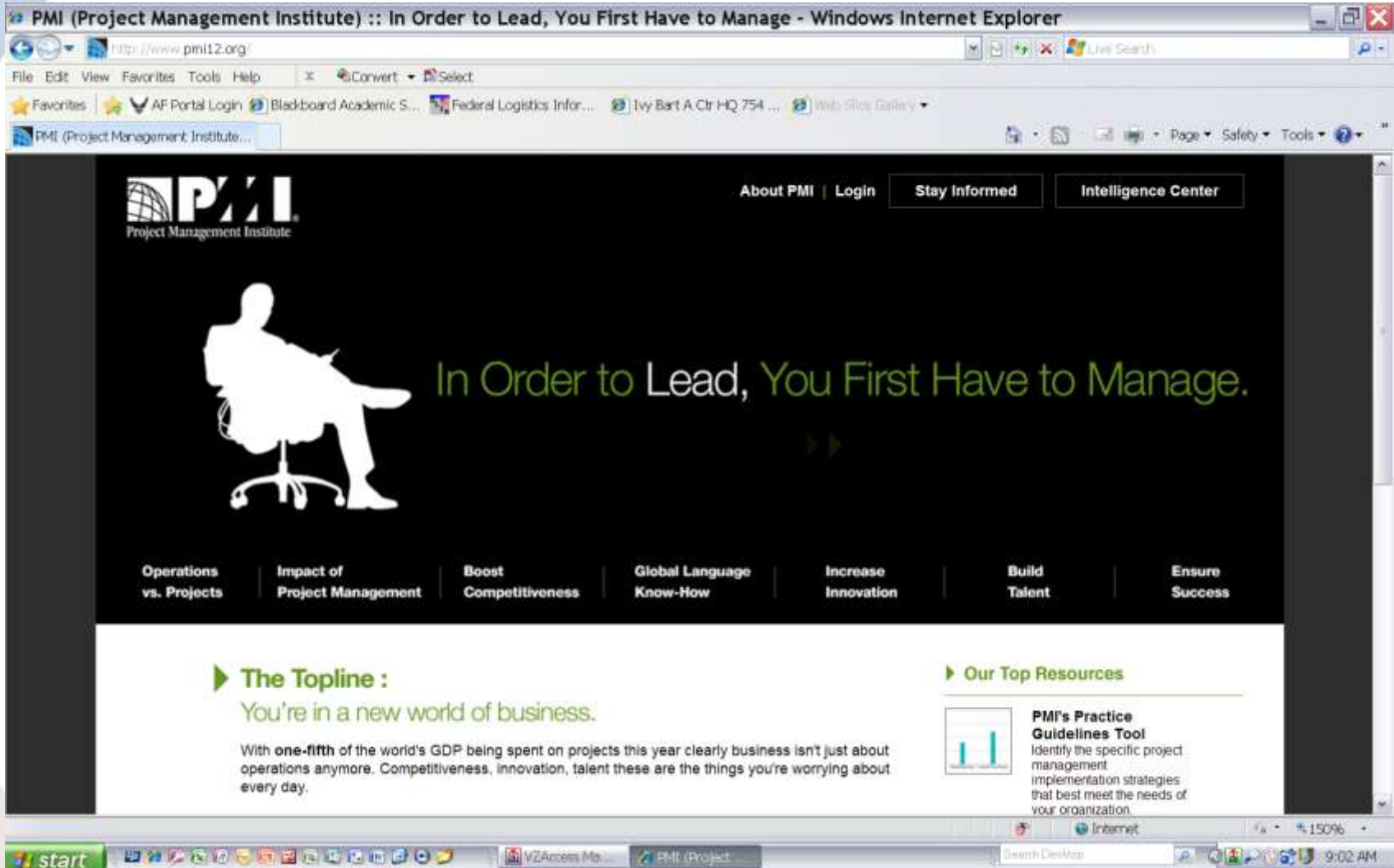
- Build and strengthen PMI's brand
 - Elevate the profession
 - Position PMs favorably in organizations
 - Position PMI as global authority

- Promote PMI's products, services and knowledge
 - Develop segment-specific campaigns and materials
 - Delivery tools to component marketing representatives

PMI Marketing Activity

- Organizations: “12 Trillion” Campaign
 - <http://pmi12.org/>
- Practitioners: “Start/Build/Advance” Campaign
- Suppliers: Academic “You Should be Teaching PM” Campaign
- Marketing Portal
- Social Media Marketing

<http://www.pmi12.org/>



PMI (Project Management Institute) :: In Order to Lead, You First Have to Manage - Windows Internet Explorer


<http://www.pmi12.org/>

File Edit View Favorites Tools Help

PMI (Project Management Institute...)

PMI
Project Management Institute

About PMI | Login Stay Informed Intelligence Center


 In Order to Lead, You First Have to Manage.

Operations vs. Projects Impact of Project Management Boost Competitiveness Global Language Know-How Increase Innovation Build Talent Ensure Success

► **The Topline :**
You're in a new world of business.

With one-fifth of the world's GDP being spent on projects this year clearly business isn't just about operations anymore. Competitiveness, innovation, talent these are the things you're worrying about every day.

► **Our Top Resources**

 **PMI's Practice Guidelines Tool**
Identify the specific project management implementation strategies that best meet the needs of your organization.

start VZAccess Ma... PMI (Project Search Desktop 150% 9:02 AM

STARTING

- 0-4 years working in PM (27% of PMI Members)
- Less likely to say that PM in their primary profession or have PMP
- Interest in career paths and advancement options and basic information for beginning project manager
- Not as aware of PMI products & services

BUILDING

- 5-19 years working in PM (63% of PMI Members)
- Long time PMI core audience and more likely to be PMP
- Member and credential renewal target

ADVANCING

- 20+ years working in PM (10% of PMI Members)
- Positioned to direct company workforce, talent and their own career through PMI
- Utilize PMI membership & credentials to build high performing project teams
- Positioned as potential “PM champions” in their organizations

<https://pathpro.pmi.org/Default.aspx>

The screenshot shows a Windows Internet Explorer browser window displaying the PMI PathPro website. The browser's address bar shows the URL <https://pathpro.pmi.org/>. The website header features the **PATHPRO™** logo on the left and the **PROJECT MANAGEMENT INSTITUTE** logo on the right, with the tagline "Making project management indispensable for business results.®". A navigation menu includes links for **Login**, **Home**, **About Career Framework**, **PathPro User Guide**, **PMI**, **Join PMI**, **Get Certified**, **Calendar**, and **Contact Us**. A login notification box on the left states: "Your are currently logged in as Bart Ivy, click here to continue." and "If you are not Bart Ivy, click here to log out." The main content area features a banner with the text "Your Path to Progress" and an image of a person climbing a ladder. Below the banner is an **Introduction** section with the text: "Employees that plan their career advancement are more engaged, satisfied and ultimately more valuable to their organization. PMI's project management career framework guides project professionals as they plan their project management careers." and a **Learn More »** link. A secondary link for **PathPro® Information»** is also present. On the right side, there is a **Resources** sidebar containing sections for **Case Studies** (with links for **Improve Retention »** and **Add Top Talent »**), **Podcast** (with a link for **PathPro® Information »**), and **Webinars** (listing "PathPro®: An Introduction" on 23 September 6 a.m. - 2 p.m. and "PathPro® Live Demo: Customizing Job Descriptions" on 23 September 8 a.m. - 10 a.m., with a note that sessions are 1 1/2 hours and times are for North America - Eastern Time Zone (GMT - 5)). The browser's status bar at the bottom shows "Done" and "Internet" with a 150% zoom level.

Good things happen when you get/stay involved with PMI

- Connect global and local marketing efforts – PMI Global and components
- Enhance perception and knowledge of PMI offerings
- Increase awareness of PMI among practitioners who are not yet fully engaged

Chapter Leadership

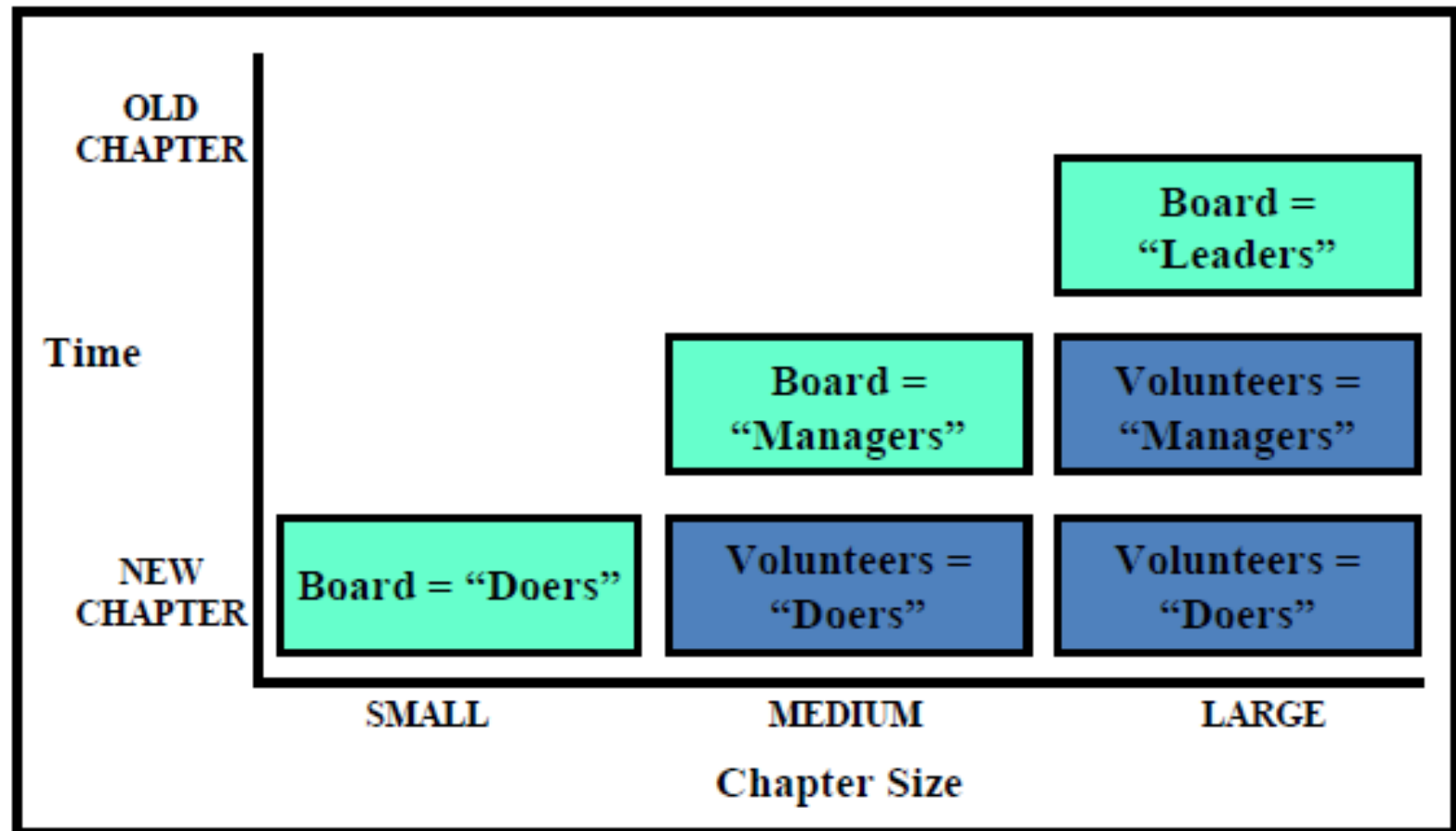
- #1 Common characteristics of successful Chapters

Volunteerism

- #2 Chapter size doesn't reflect success
- #3 Stable leadership comes from involved volunteers

Strategic Guidelines

Recognizing the Chapter Life-cycle



Questions?

Bart Ivy, PMP
Evanhoe & Associates
bart.ivy@evanhoe.com
www.evanhoe.com
334-233-2250