



**Project  
Management  
Institute®  
Rochester**

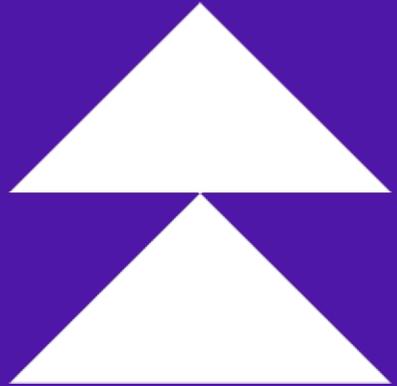
# PMI: **Next**

Guiding our path to **success.**

**PMI:NEXT\_ Why**  
**PMI:NEXT\_ What**  
**PMI:NEXT\_ How**  
**Q&A**  
**Closing Remarks**

PMI:NEXT  
WHY

# As a GLOBAL COMMUNITY



Together We Can

*\*As of 18 March 2024*

**1.5M+**

CERTIFICATIONS

**10K+**

VOLUNTEERS

**722K+**

MEMBERS

**214**

COUNTRIES AND TERRITORIES

**307+**

CHAPTERS

**100+**

GLOBAL ORGANIZATIONS

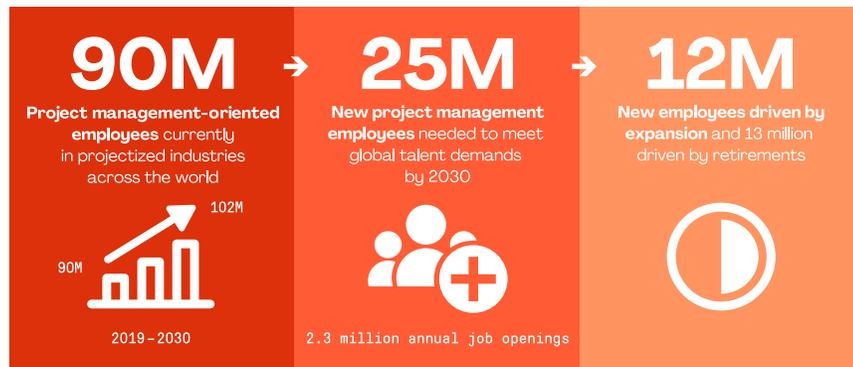
**306K+**

CHAPTER MEMBERS



Change

# Project professionals wanted



To close the talent gap, **2.3 million people** will need to enter PMOE every year just to keep up with demand.

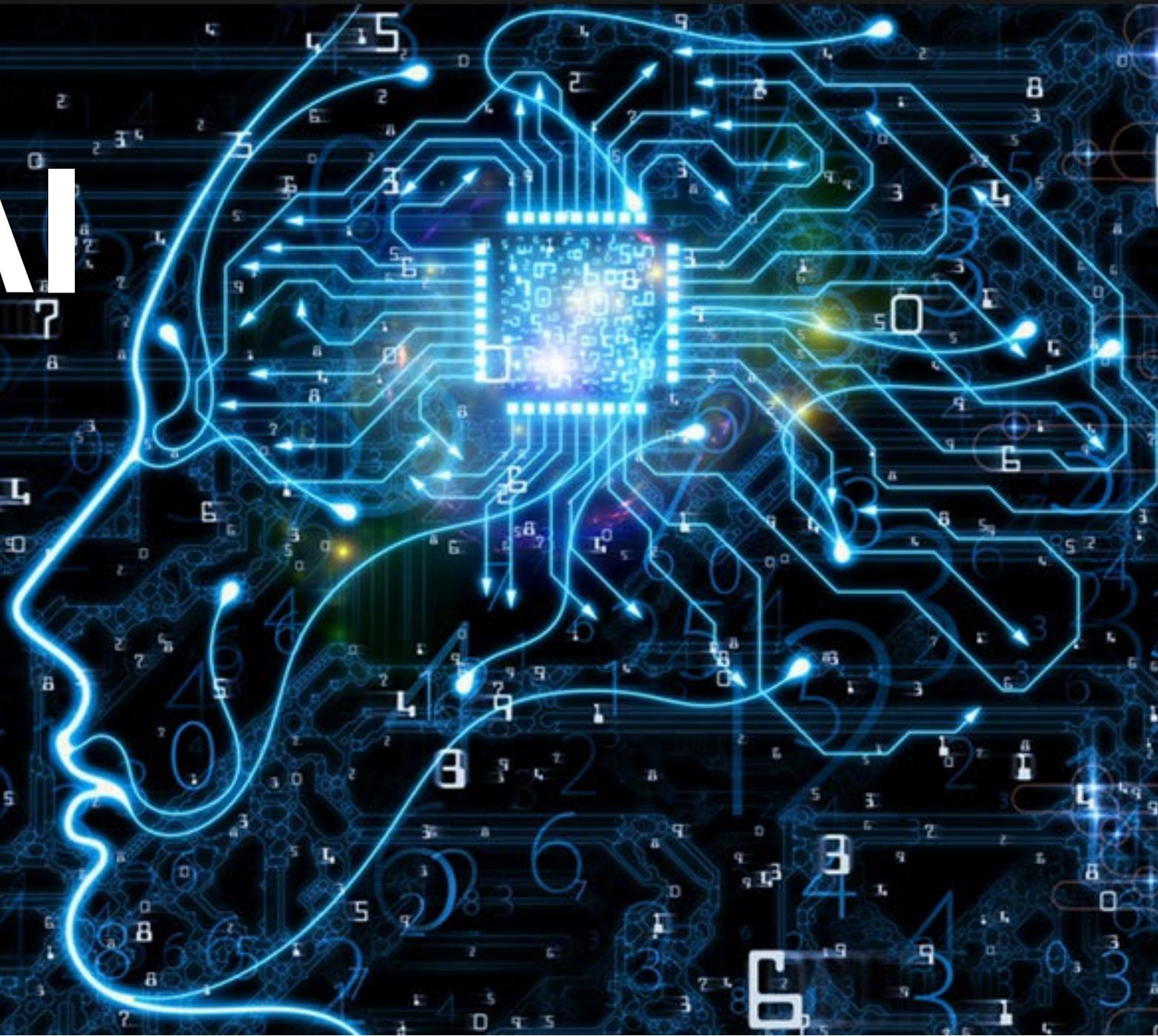


# The 2024 Most In-Demand Skills

1. Communication
2. Customer service
3. Leadership
4. Project management
5. Management
6. Analytics
7. Teamwork
8. Sales
9. Problem-solving
10. Research

Top skill of the moment: Adaptability

# AI



DO SOMETHING GREAT



# Loneliness

More harmful than cigarettes.



PMI:NEXT  
WHAT

## What's NEXT for PMI?

In 2024 we are building momentum together by sharpening our purpose, evolving our strategy and strengthening our values to deliver on a clear, common and shared purpose.

This clarity will help us maximize our impact to drive meaningful change.

# N

Nurture Our  
Purpose &  
Values

Our purpose serves as the fundamental reason for our existence, guiding us with unwavering clarity. We must nurture our purpose, strengthened by our culture values, making it ubiquitous in what we do and how we behave.

# E

Empower  
Ourselves

We must empower all components of our flywheel to deliver on our purpose, values and strategy. Each of us plays a role, and with a roadmap we can take ownership with an aligned view on where we are going and why.

# X

eXpand Our  
Thinking

Working better together, we can expand the impact of what we are doing, driving greater visibility for our brand, and harnessing our collective power to effectively deliver on our strategy and serve our purpose.

# T

Tighten Our  
Focus

With the guiding light of our purpose, the direction of our strategy, and embodying our culture values, we can prioritize our efforts with clarity. Tightening our focus enables us to apply our unique strengths to what matters most and to those who matter most.

# The PMI Purpose Statement

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Cultivating a vast ecosystem dedicated to raising project success, the key outcome of PMI's work.

**We maximize project success  
to elevate our world.**

Commitment to elevating our collective consciousness, holding ourselves accountable, delivering more responsibly.

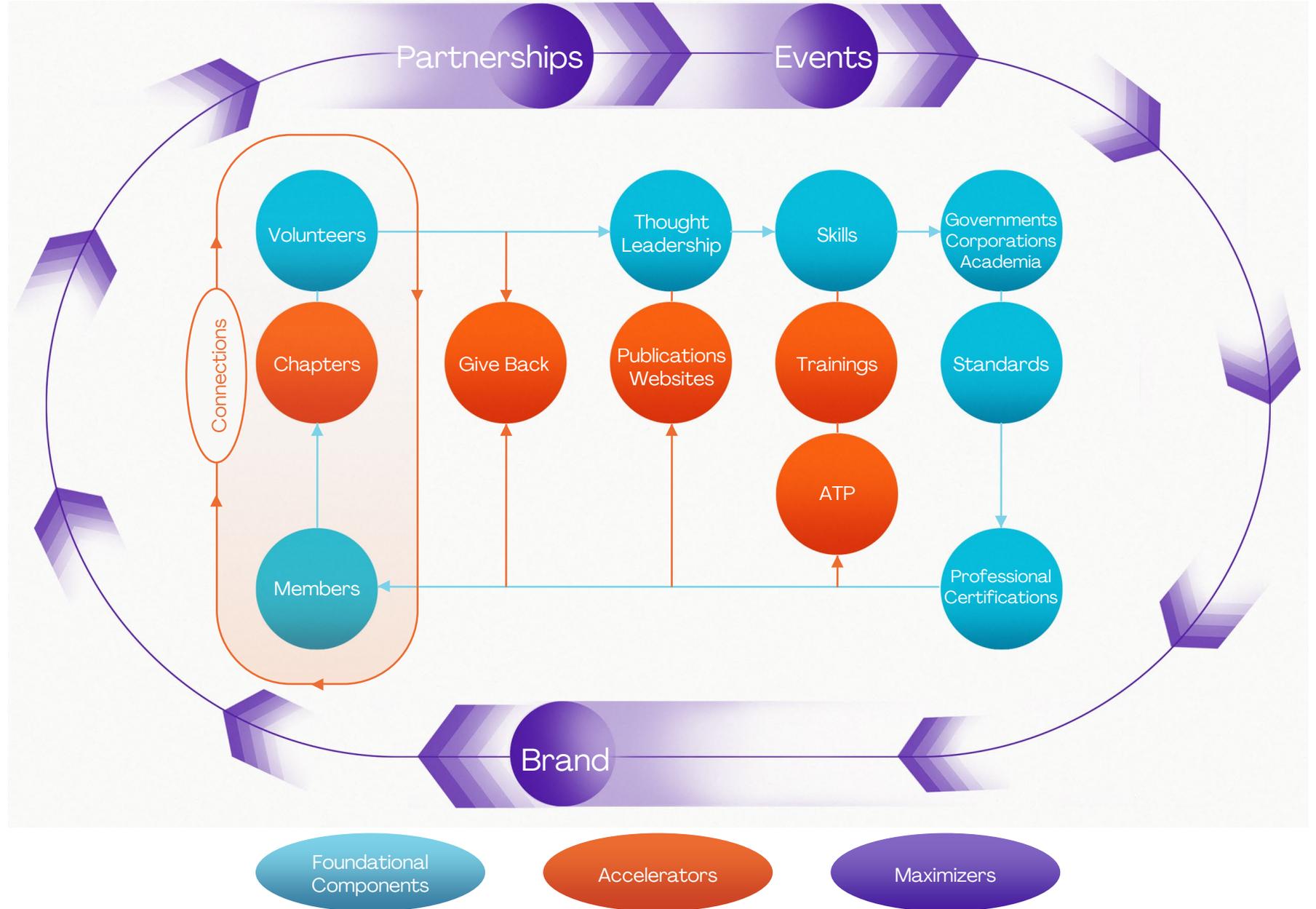
Serving a passionate community, to build and deploy their skills to create a better world.

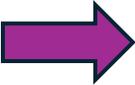


# Our Community is the Catalyst

Our core community plays a critical role in delivering on PMI's purpose and how the flywheel is activated to implement our strategy.

Together, we are the catalysts of connection for project professionals.



|                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                |
|----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>PURPOSE:</b><br>Why We Exist        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | We maximize project success to elevate our world                                                                                                                                                                 |                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                |
| <b>STRATEGY:</b> What We Do to Deliver | <b>WHERE</b><br>We Play                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Community Generated Knowledge Platforms & Resources                                                                                                                                                              | Career Long Learning & Development                                                                                                                                                                                                               | Most Trusted "Gold Standard" Professional Certifications                                                                                                                                                                                       |
|                                        | <b>WHO</b><br>We Serve                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Current and aspiring project professionals                                                                                                                                                                       |                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                |
|                                        | <b>HOW</b><br>We Operate                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>FOCUS ON THE PROFESSION</b><br><hr/> Leading Authority for Project Success<br><hr/> PMIxAI<br><hr/> Employers' Support and Advocacy<br><hr/> Unique and Enhanced Membership Value<br><hr/> Expanded Awareness | <b>ACTIVATION MODEL</b><br><hr/> <b>Innovate</b><br>70 / 20 / 10<br>Resource Allocation<br><hr/> <b>Expand Globally</b><br>Leverage growth of PMP, U.S. and China to support global expansion<br><hr/> <b>Amplify</b><br>Across the PMI flywheel | <b>INTERNAL CAPABILITY BUILDING</b><br><hr/> Data Driven Decision Making<br><hr/> Scalable Product Development<br><hr/> Sustainable Chapters and Volunteer Support System<br><hr/> Unified Digital Experience<br><hr/> Marketing Effectiveness |
| <b>CULTURE:</b><br>How We Behave       |  <b>Make it Easy</b>  <b>Aim Higher</b>  <b>Be Welcoming</b>  <b>Embrace Curiosity</b>  <b>Together We Can</b> |                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                |

# WHO We Serve

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Current and aspiring project professionals

**WHERE**

We  
Play

**Community Generated  
Knowledge Platforms  
& Resources**

**Career Long  
Learning  
& Development**

**Most Trusted  
“Gold Standard”  
Professional Certifications**

# HOW We Operate

## FOCUS ON THE PROFESSION

Leading Authority for Project Success

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PMIxAI

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Employers' Support and Advocacy

---

Unique and Enhanced Membership Value

---

Expanded Awareness

## ACTIVATION MODEL

**Innovate**

70 / 20 / 10  
Resource Allocation

---

**Expand Globally**

Leverage growth of PMP, U.S. and China  
to support global expansion

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**Amplify**

Across the PMI flywheel

## INTERNAL CAPABILITY BUILDING

Data Driven Decision Making

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Scalable Product Development

---

Sustainable Chapters and  
Volunteer Support System

---

Unified Digital Experience

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Marketing Effectiveness

|                                        |                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                |
|----------------------------------------|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
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2021  
Most  
In-Demand  
Skills

HELP  
WANTED

DO SOMETHING GREAT



PMI:NEXT  
HOW

# Talent Gap: PMI-CP

Growth in manufacturing and construction is leading to a greater demand for project management skills, with an estimated **61 million** project managers needed globally in these industries by 2030.





# HOW We Operate

## FOCUS ON THE PROFESSION

Leading Authority for Project Success

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PMIxAI

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Employers' Support and Advocacy

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Unique and Enhanced Membership Value

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Expanded Awareness



# AI Resource Center



# PMI Infinity

## **Courses:**

- [Generative AI](#)
- [Data Landscape of GenAI](#)

## **Tools:**

- [PMP Exam Simulator](#)
- [PMI Infinity](#)

## **Reports:**

- [Shaping the Future of PM](#)
- [Leading AI-driven Business Transformation](#)
- [Community-Led AI survey](#)
- [Prompt Engineering Essentials](#)

## **[PMI Digital Community](#)**

Social impact elevates our world

# HOURS FOR IMPACT

Taking Action for Positive Change

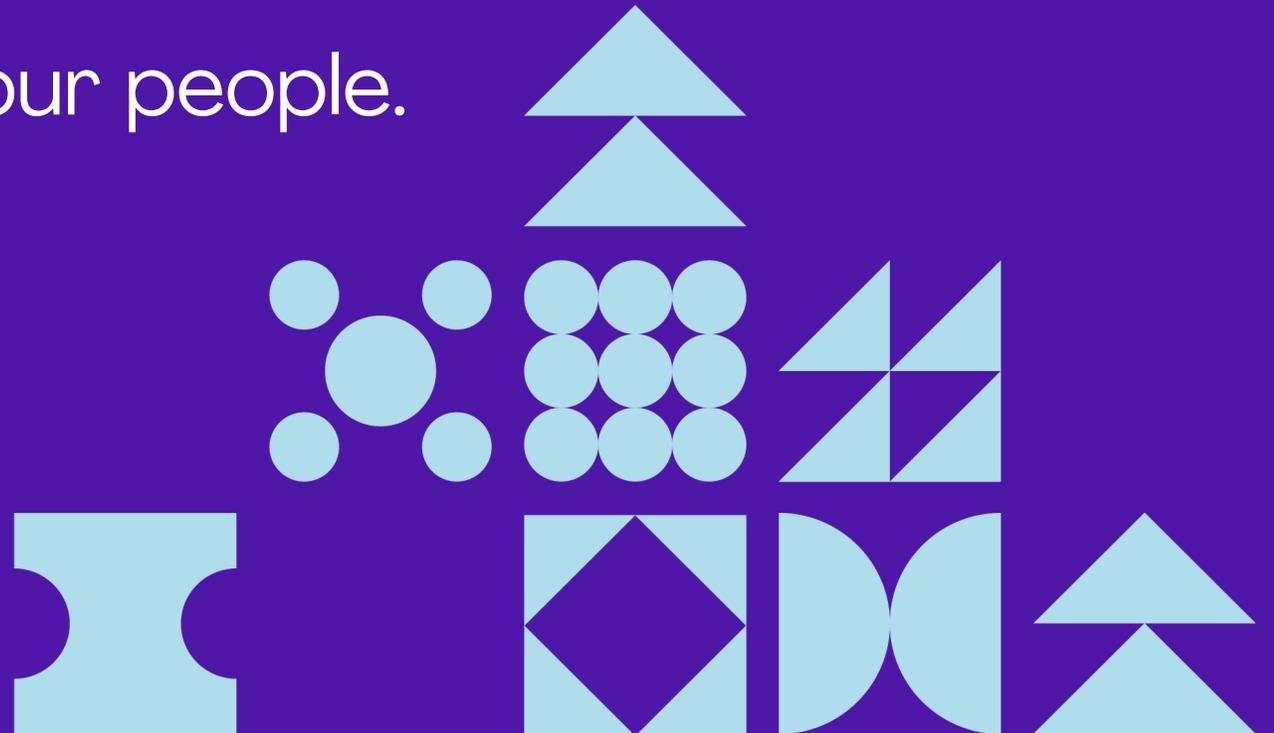




## The Cornerstone of PMI: **Community**

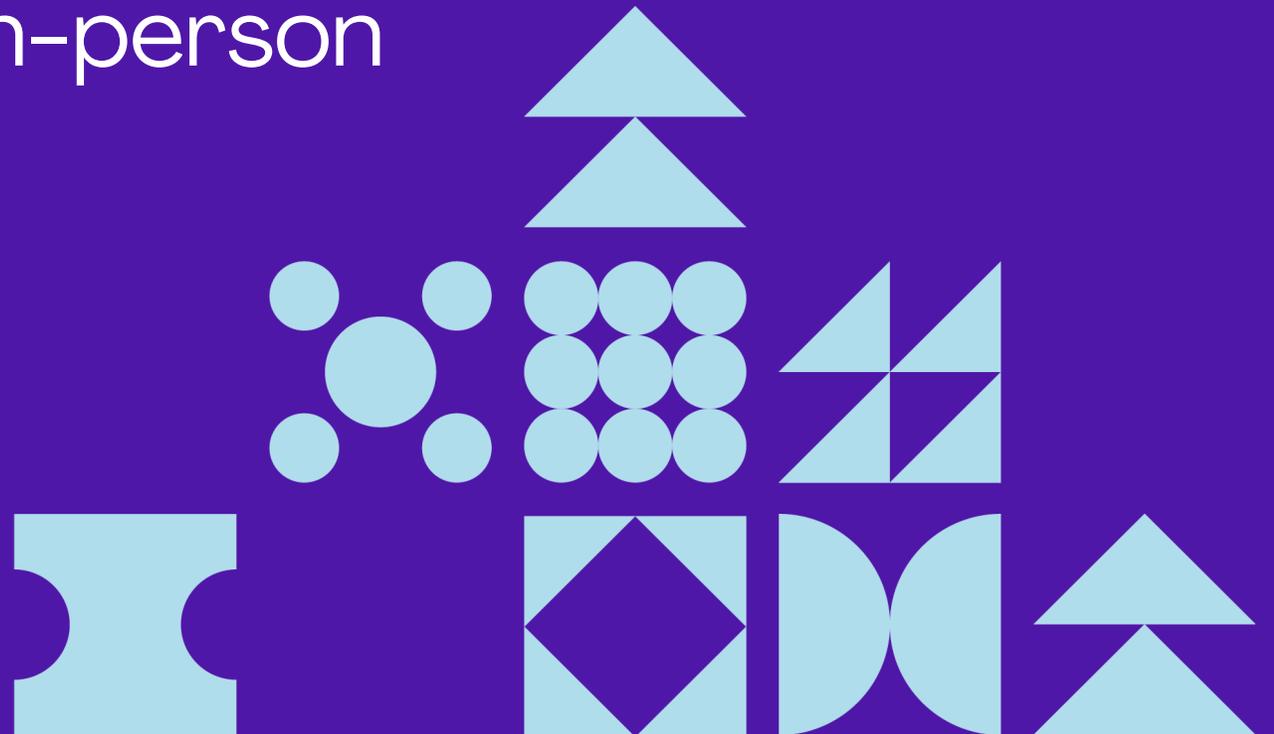
# Key Takeaways

- PM skills are transferrable and in-demand.
- The future of the profession depends on us all.
- You can build community anywhere.
- There is power in finding your people.



# How to increase your sense of belonging to the PMI Community:

- Start small, find a buddy
- Join events: virtual or in-person
- Volunteer
- Help others connect





Q&A

# Are You Ready for PMI:Next?

**We are excited to work together as**  
we embark on the path to PMI:Next.

Together we can deliver on our  
purpose, maximizing project success  
to elevate our world.



Thank you

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**Sarah Maxwell**

Chapter Engagement Partner  
PMI

