



PMI Impact Strategy

Strategic Narrative – Updated June 2022

PMI Rochester Chapter September 2022 Board Meeting



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Today's Agenda

PMI Impact
Strategy and 3-year
vision

PMI Citizen
Developer

Our Shared Aspiration of Expanded Impact



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

As our strategy progresses, we continue to fine tune the messages, making it easier to understand and articulate.

Our Aspiration of Expanded Social Impact



“Empowering people to make ideas real.”

We, the broad chapters, share an aspiration...

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 diverse modular skill offerings and targeted social impact. Enabling changemakers through their life cycle.



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.**

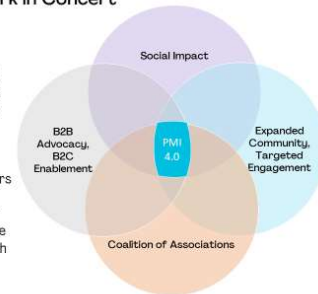
Together, we can shape the future.



The future isn't something you sit around waiting for.
The future is the reality you decide to create.
When buildings don't remain blueprints but become bricks.
When cures don't just live in laboratories but in bodies.
When inspiration and perspiration intersect, and intelligence and drive **make ideas real.**

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



Our shared objectives may be distilled into three simple statements.

Our Strategic Objectives

These objectives align our community in a common direction, allowing us to shape the future – together.

Broaden our Reach

Empower the PMI Community to share our collective wealth of knowledge with new people who need it.

Deepen our Impact

Have a profound impact on people's lives and **EMPOWER THEM** to make their ideas a reality.

Nurture Lasting Relationships

Cultivate deep, trusting relationships with people and organizations who share our aspiration.

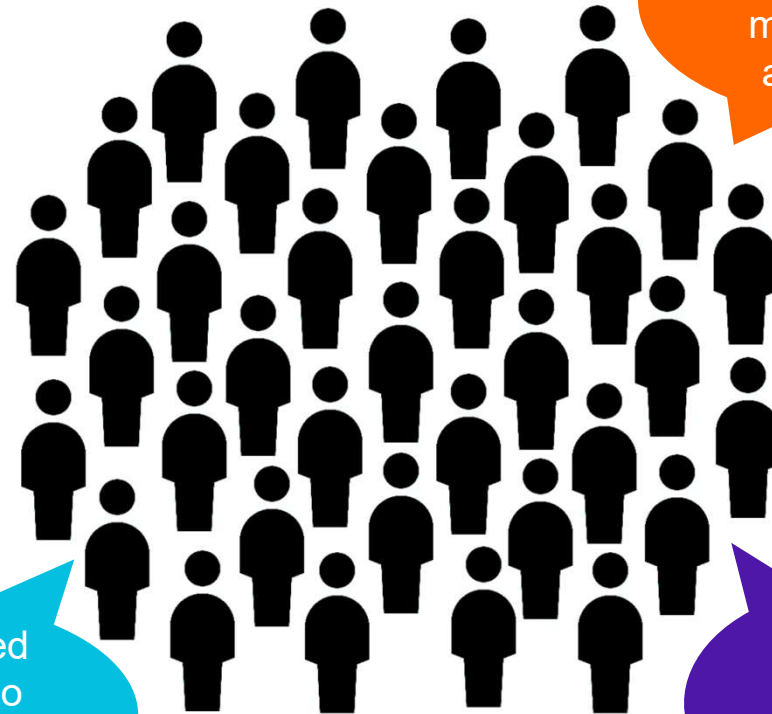
Broaden Our Reach: Explained

Empower the PMI Community to share our collective wealth of knowledge with new people who need it.



Current PMI Community

PMI has a lot to offer, even if you aren't a traditional PM. Check it out!



Future PMI Community

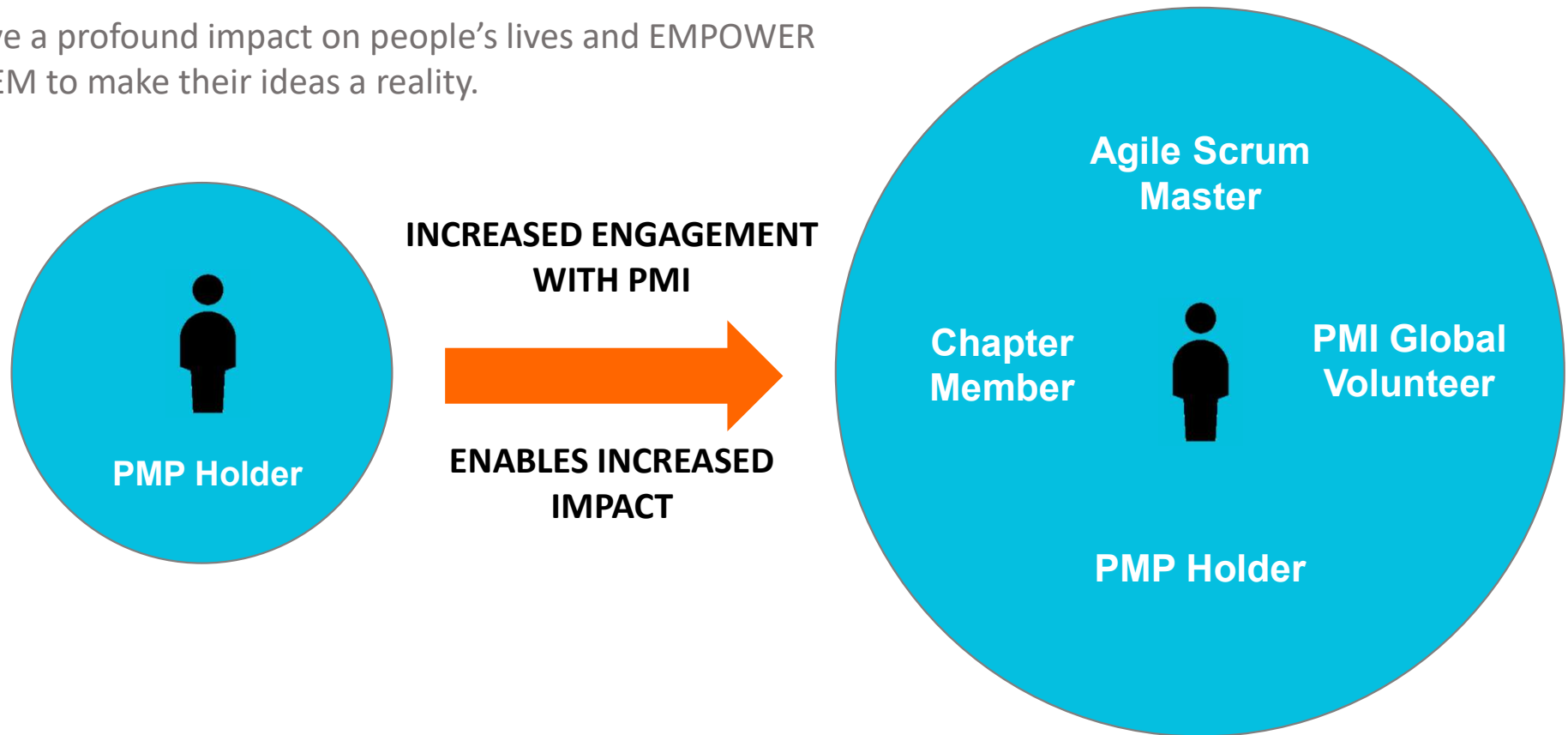
I have learned and grown so much professionally.

Thank you for welcoming me, PMI is amazing!

What a vibrant community!

Deepen Our Impact: Explained

Have a profound impact on people's lives and EMPOWER THEM to make their ideas a reality.



If every member of the PMI community, individuals and organizations, takes full advantage of what PMI has to offer, and applies that knowledge ethically, our community will be a powerful force for good.

Nurture Lasting Relationships: Explained

Cultivate deep, trusting relationships with people and organizations who share our aspiration.



Your Challenge

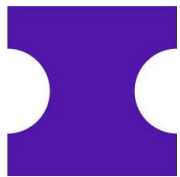
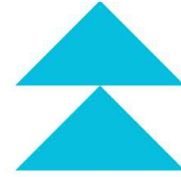
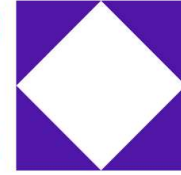
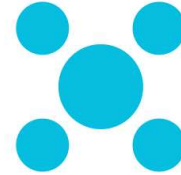
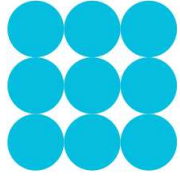
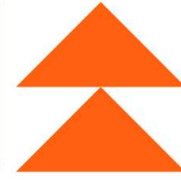
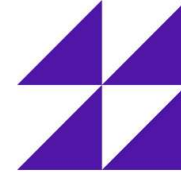
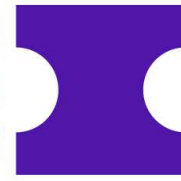
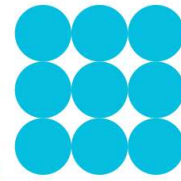
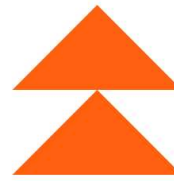
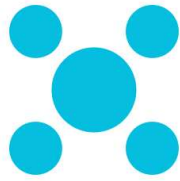


How are you helping PMI to:

Broaden Our Reach

Deepen Our Impact

Nurture Lasting Relationships



The Rise Of The Citizen Developer

Are you onboard?

Citizen Development describes the ability for a user, the Citizen Developer, to create applications without coding expertise, significantly faster, and at a fraction of the cost.

WHY

- Global shortage of software developers
- Growing IT backlog
- Pressure to develop and innovate faster
- Requirement for perpetual innovation
- Need to maintain relevance and adaptability to stay ahead of competition

HOW

- Democratization of application development
- Low-code and no-code platforms smarter than ever
- Industry-wide standards and governance
- Accessible enablement and training

VALUE

- Hyper-agile way of working
- Culture of empowerment
- Enabling anyone to leverage technology to drive innovation
- Accelerated outcomes
- Reduction in cost and development times
- Frees up IT capacity

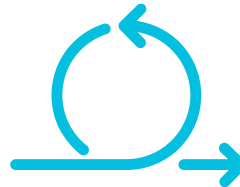
The evolution of technology and the emergence of CD

Waterfall



- Sequential, step-by-step
- Structured
- Inflexible

Agile



- Incremental & Iterative
- Flexible
- Predictable

Hyper Agile



- Accelerated
- Devolved
- Empowered

Technology Abstraction

Computerisation

Systems Integration

eCommerce

Digital Transformation

MRP / ERP

Business Integration

Automation

Low code / No code

- Business writes requirements
- Developers write code

- Business creates requirement backlogs & user stories
- Developers write code

- Business creates user stories and process models
- AI engine writes code

The Citizen Development Movement

86%

“86% of IT decision-makers say the biggest challenge to digitally transform their business is a shortage of software developers” (FTI Consulting)

\$21.2BN

The LCNC market is forecasted to reach \$21.2 billion by 2022 (Forrester)

4X

The number of active citizen developers will be 4x the number of professional developers by 2023 (Gartner)

450M

500 million new apps expected to be built in the next five years, with 450 million of those being built using a low-code tool (Microsoft)

28.1%

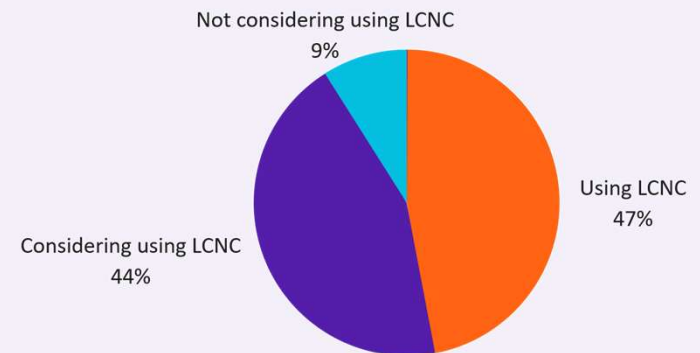
Spending on low-code software is expected to grow at a compound annual growth rate of 28.1% from 2020 to 2025 (Markets and Markets)

500K

“In the U.S. alone, there will be a deficit of 500,000 software developers by 2024” (Forrester)



Use of Low-code / No-code application platforms - 91% of companies surveyed are already using or are planning to use LCNC.

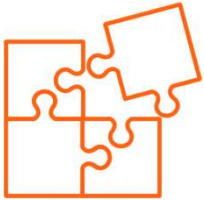


What IT leaders think about Citizen Development (792 surveyed globally)

Why is Citizen Development important to Project Managers?



The role of project managers is becoming **technology-enabled**.



Faster delivery of projects,
minimized risks and **reduced costs**.

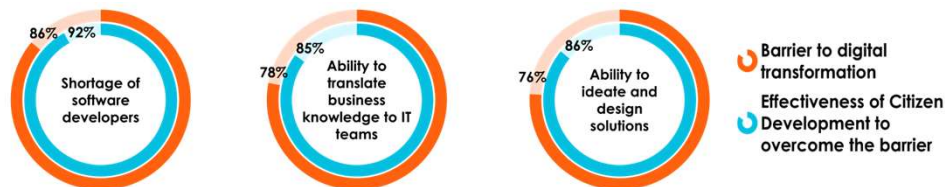


Remaining relevant as a
Change Maker.

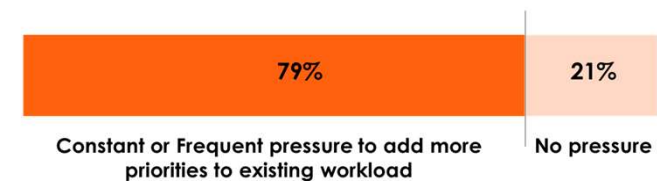
The Citizen Development Movement

PMI Survey, Executive Summary

01 Challenges to IT
The biggest challenge to digitally transform is the lack of capabilities, according to IT leaders. (% of those who agree)



02 Pressure from business to IT workload
IT leaders are feeling more pressure from their business colleagues to add more to their existing workload.



03 Standards for Citizen Development
79% of IT leaders agree that it is crucial to have an independent organization set the standards in Citizen Development application platforms.

04 Training for Citizen Development
9 out of 10 IT leaders agree that in order to give more autonomy to business partners, it is important to give them training. If this training is given, the usage of Low-Code / No-Code would increase +70%.



What is PMI's role?

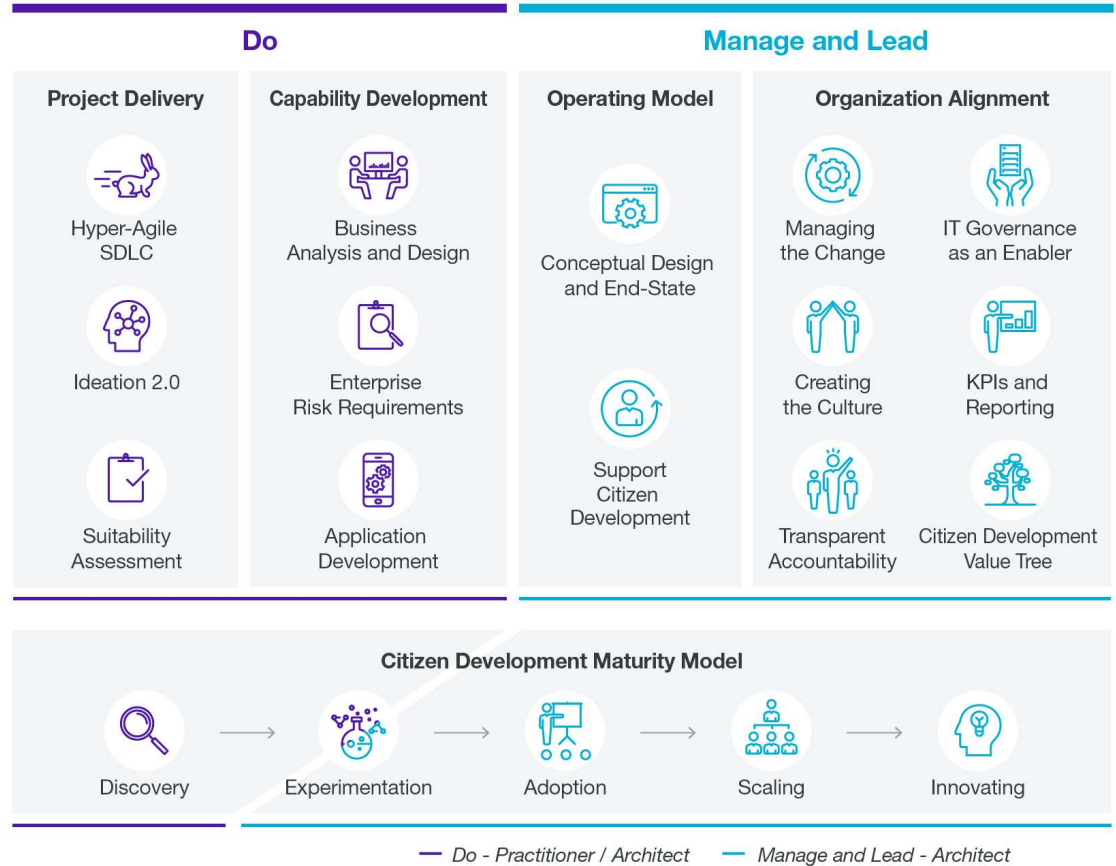
Citizen Developers may understand how to use a LCNC tool to build an app, but they don't have best practices and safety guardrails in place to mitigate risk.



Citizen Development without PMI's Citizen Developer Micro-credentials is like driving a car without a driver's license.

PMI Citizen Developer™ Canvas (framework)

- 1 Bring **clarity** and **guidance** to the methods by which citizen development should occur.
- 2 **Define the structures and competencies** required to make it happen effectively.
- 3 **Establish the approach** needed to introduce, scale, and manage citizen development within an enterprise.



PMI Micro-Credentials

- Certifies achievements in **specific** skills, knowledge and competencies.
- Focused on **particular subjects** and relatively **new topics**.
- PDUs not required, no renewal needed, no application and no expiration.
- PDU's earned are eligible for maintaining other PMI certifications.



Citizen Development: The Handbook for Creators and Change Makers

Handbook Overview

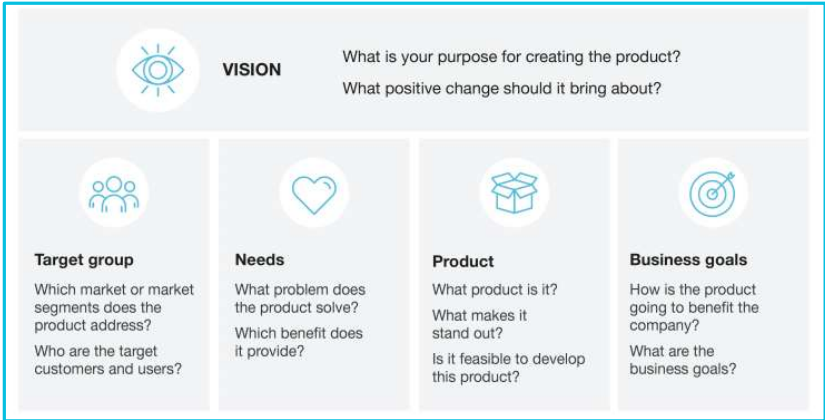
This handbook helps Practitioners, Business Architects and other interested parties **understand best practices around implementing citizen development within an organization at scale**. In this book, PMI introduce to the market the first **framework that establishes best practices and recommendations** on how to grow citizen development at scale within an organization.

“Citizen Developer framework aims to give SME the capability to design applications in line with the IT standards and best practices”
 – Healthcare real estate capital provider validator



The Types of Tools you will Learn about in the Handbook

Product Vision Board



Suitability Scorecard

1. Scorecard	Not at all (0)	Somewhat (1)	Very much so (2)
This solution requires little/no custom coding.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The cost of this solution is favorable in comparison with alternatives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This solution will require regular and/or quick customization.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There are capacity constraints within the IT team preventing them from delivering this solution in the required time frame.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our team is open to learning and using citizen development application platforms.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The citizen development approach is less disruptive to the customer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using citizen development matches the strategic direction of the organization.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total Score*			

Once you have read the **handbook**, the next best step in your Citizen Development journey is to enrol in our courses:

- 1) Citizen Developer Foundation Course**
 Enroll today: www.pmi.org/citizendeveloper
- 2) Citizen Developer Practitioner Course**
 Enroll today: www.pmi.org/citizendeveloper

PMI Citizen Developer Foundation - Introduction to citizen development

Course Overview

The Citizen Developer Foundation Course is appropriate for all levels and takes c.90-minutes to complete. This online course provides an introduction to citizen development, best practices and methodology. The Foundation training will kick-start your citizen development journey.

Over the course of three modules, you will learn:

- 1 **Introduction to Citizen Development**
 - What citizen development is and why it's important
 - The benefits of citizen development
 - Who citizen developers are
- 2 **Citizen Development Canvas Overview**
 - The role of citizen development in today's business world
 - Purpose of the Citizen Development Canvas
 - How the key areas support citizen development
- 3 **Ideation 2.0**
 - What Ideation 2.0 is and why it is valuable
 - The outputs of Ideation 2.0
 - Approaches to Ideation 2.0

At the conclusion of the course, you will earn a certificate of completion and 2 PDUs. You will also be well-positioned to continue your citizen development journey with the Citizen Developer Practitioner Course.

What people are saying about the Foundation course

“This is a fantastic course for anyone who wants to learn the basics of Citizen Development and how to start transforming your organization with LCNC apps”
– Fernando Romero

“Foundation Course has provided great insights on how CD can transform business. PMI CD framework helps unlock this potential with methods, structures, competencies...”
– Antonio Olvera Mata

“Coming from an IT field, I am certain that days to come will definitely have Digital Transformation achieve by citizens rather than IT specialists. Thanks to PMI for this valuable introduction course”
– Jasim Alyamani

“My two professional worlds meet in a great initiative of PMI: Citizen Developer. Diving deeper into this topic and learning more about PMI's tool agnostic and enterprise-holistic approach”
– Andreas Madjari

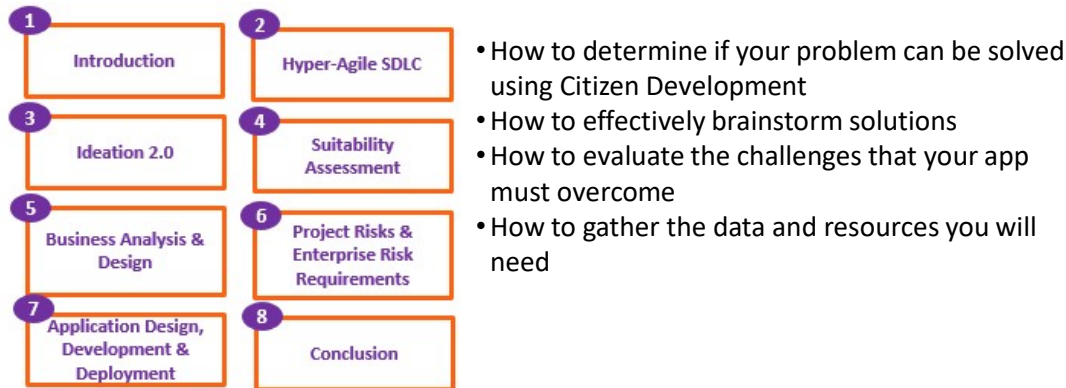


PMI Citizen Developer Practitioner – Empowers Project Professionals with frameworks and methodologies

Course Overview

The Citizen Developer Practitioner course contains 6 - 8 hours of eLearning and a 60-minute micro-credential exam. The goal of this course is to give you the tools and knowledge that you will need to efficiently create effective applications to solve the problems that face you and your organization. This course is for doers, project professionals who want to create safe and scalable low-code/no-code applications.

Over the course of 8 modules, you will learn:



At the end of this course, you will have adequate knowledge and skills to take the Practitioner exam. Upon successful completion of the exam, you will earn a micro-credential achievement badge and 6 PDUs.

What people are saying about the Practitioner course

“As I read through the modules, I could relate this to my life as a Citizen Developer. The content is real and the insights provided are valid, measurable and applicable.”
– Foyin Olajide-Bello

“Citizen Development definitely provides tools and methodologies for the future.”
– Gustavo Leon



“Citizen Development is a very interesting topic that adds lots of value not only to individuals but organizations. The course is very well structured and supported by case studies which adds a great flavour”
– Rami Kabani



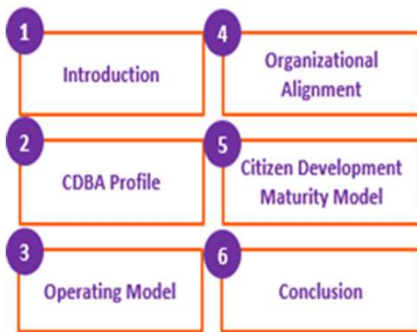
Citizen Developer Practitioner - \$249

PMI Citizen Developer Business Architect – Manage and Lead

Course Overview

The CDBA micro-credential course and exam provides project professionals management tools and methodologies for the citizen development governance process, and embeds the organizational structures that underpin citizen development, guiding the organization through to citizen development maturity. The CDBA role is responsible for managing CD governance, collaborating between stakeholders in IT and the organization, and facilitating access to tools...much like a Program or, Portfolio Manager role.

The Citizen Developer Business Architect course contains 8 hours of eLearning and a 60-minute micro-credential exam. The goal of this course
Over the course of 6 modules, you will learn:



Roles, responsibilities, experience, and
The main components of a CD operating model
How to design and implement a CD operating model
How a CDBA can successfully develop and deploy a CD project within an organization.
Stages of Citizen Development Maturity Model.

At the end of this course, you will have adequate knowledge and skills to take the Business Architect exam. Upon successful completion of the exam, you will earn a micro-credential achievement badge and 8 PDUs.



What people are saying about the Business Architect course



“The SME videos are excellent! It is great to know that big companies are doing it, plus the experience shared by the SME shows that the approach can be easily adapted to your organization.”

You can also experience the CDBA journey in four separate skills based, mini-courses; CDBA Introduction, Operating Model, Organizational Development, and Maturity Model for \$99/course

Citizen Developer Business Architect - \$297



PMI Citizen Developer™ Partner Program

Upskill Your Team | Amplify Your Brand | Drive Business Value

What is the PMI Citizen Developer™ Partner Program?

Together, we are building an ecosystem that leverages the right standards, guardrails and best practices to allow business professionals around the world unlock the true value of building applications with low-code and no-code technology.



- Designed for leading **low-code and no-code technology vendors and delivery organizations** who are embarking on the citizen development movement.
- Join the PMI Citizen Developer™ Partner Program today and become part of an **exclusive ecosystem** of organizations on a mission to help individuals and businesses **unlock the full potential of citizen development**.
- Align to **PMI's global standards**, demonstrate your commitment to the **safe and scalable adoption** of low-code and no-code tools, **mitigate risk** for your customers and **differentiate** your business in the market.



Power Platform University Hub

Project Management Institute has joined forces with **Microsoft** to provide **university** students with a **globally recognized learning platform** that incorporates an integrated learning journey to teach them how to become citizen developers.

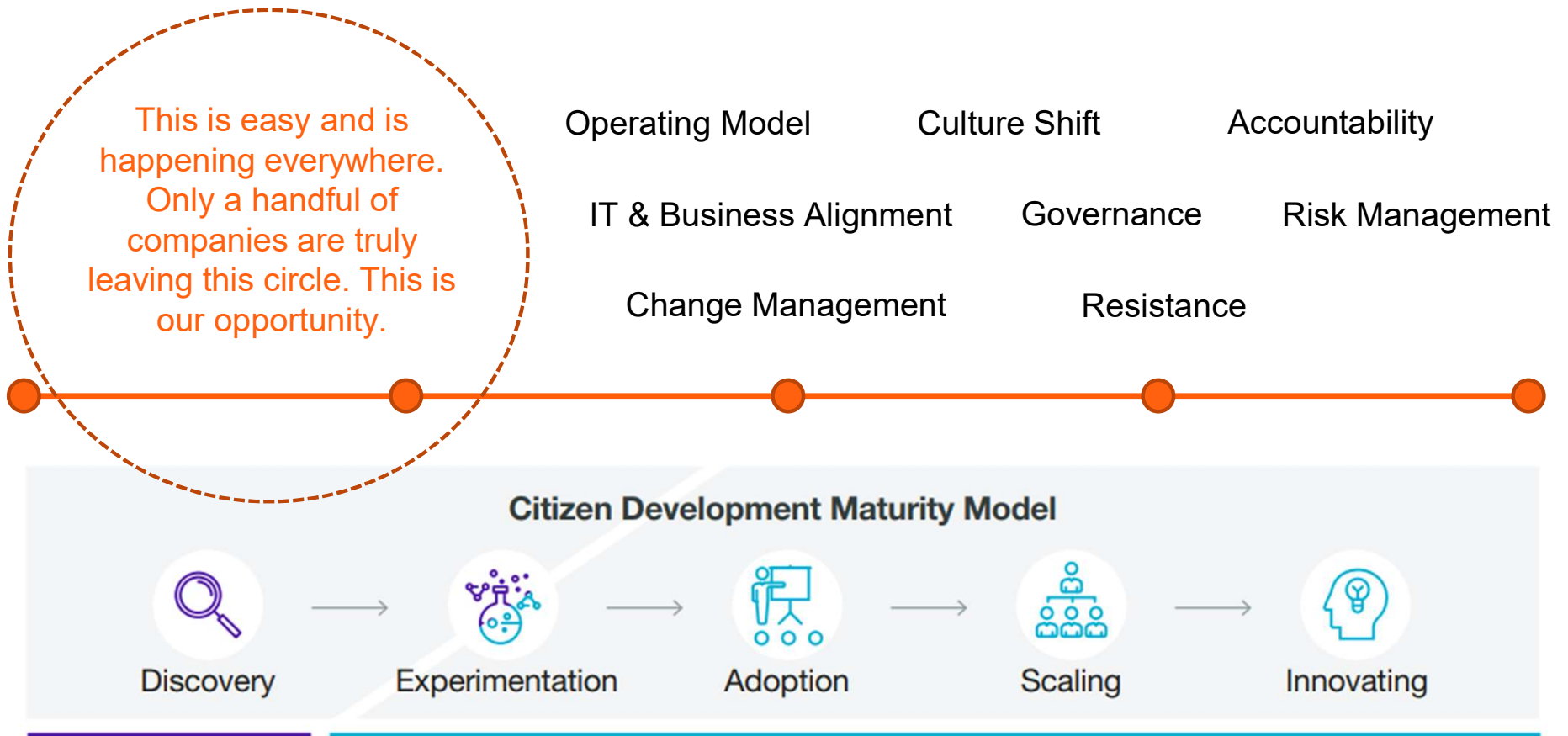
This includes the use of Microsoft's **Power Platform** technology to analyze data, build solutions, automate processes, and create virtual agents alongside **PMI's Citizen Developer** training. This journey is delivered through a learning platform called the Power Platform University Hub, where students can learn the fundamentals and progress at their own pace.

Students will be certified by both PMI and Microsoft in these valuable skills that make them more employable in the job market as part of the multi-billion-dollar global low-code/no-code revolution.



Some final thoughts...

Adopting and scaling Citizen Development requires more than just practitioners creating cool apps



Key takeaways

- Citizen development is **THE NEXT BIG THING!**
- The CD **benefits** are enormous, but...with great power, comes a **risk**
- The risks are mitigated through adoption of **PMI Citizen Developer™** frameworks and best practices



THANK YOU

ROCHESTCDDIS – 20% discount

Starts November 17, 2022

Ends December 16, 2022 at 11:59 pm EST