



Project Management Institute Washington, DC Chapter

Five-Year Strategic Plan

(2021-2025)

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Contents

About PMIWDC..... 3

Government Adoption of PM Practices 4

Methodology..... 4

Chapter Priorities and PMI Global Objectives..... 5

Statement of Intent..... 6

PMIWDC 2021-2025 Strategic Framework 7

Strategic Methods..... 8

APPENDIX A12

PMI Global Guiding Principles.....12

List of Figures

Figure 1 Strategic Focus Areas & Objectives Diagram..... 7

About PMIWDC

History

The Washington, DC Chapter of the Project Management Institute (PMI) was chartered in 1978 as the eighth PMI chapter. The Chapter became a Virginia corporation in 2000 with the official name of Project Management Institute Washington, D.C. Chapter, Inc. (PMIWDC).

The Chapter's original focus was Project Management in the construction industry and the key sponsor was Arthur Anderson. In the ensuing years, the Chapter grew to become the largest chapter in the world and expanded its focus to the many industries and government areas embracing Project Management.

Mission

Our mission is to empower professionally diverse members to evolve in their Project Management careers through professional development and networking opportunities.

Vision

Our vision is that *Project Managers today enable a better tomorrow* – where the success of individuals and the value they contribute to their organizations and the community is directly attributed to Project Management.

Values

High-Impact Community Leaders - PMIWDC has a strong, memorable **Impact** on every project manager we engage within the Project Management **Community** and the Washington DC metropolitan area as demonstrated **Leaders** in our profession.

Government Adoption of PM Practices

Based in the Washington, D.C. metro area, many PMIWDC members work with, for, or around the Federal Government. Adoption of Project Management practices in the public sector is a key focus for the Chapter. President Barack Obama signed into law S.1550, the Program Management Improvement and Accountability Act of 2015 (PMIAA), which will enhance accountability and best practices in project and program management throughout the federal government. The legislation, strongly endorsed by the Project Management Institute (PMI), was approved by both chambers of Congress with overwhelming bi-partisan support. President Obama signed it into law on December 14, 2016.

The PMIAA reforms federal program management policy in four important ways:

- 1) Creating a formal job series and career path for program managers in the federal government.
- 2) Developing a standards-based program management policy across the federal government.
- 3) Recognizing the essential role of executive sponsorship and engagement by designating a senior executive in federal agencies to be responsible for program management policy and strategy.
- 4) Sharing knowledge of successful approaches to program management through an interagency council on program management.

Click here to learn more –

- [Congressional Bill](#)
- [White House Memo](#)
- [PMI Press Release](#)

Methodology

The Strategy and Governance team thoroughly reviewed the current and past strategic plans for PMIWDC and, in lieu of recent updates to PMI Global Strategy, determined that the PMIWDC five-Year Strategic Plan required a refresh to better meet the needs of the Chapter and closer align to PMI Global objectives.

Through this five-year strategy, PMIWDC sets forth a guiding direction for the Chapter that aligns to the PMI Global strategy while adapting the message for our members and partners.

Chapter Priorities and PMI Global Objectives

PMI Global Strategy defines three key strategic pillars: Strategic Focus, Customer Centric, and Organizational Agility.



The Strategy and Governance Team members met with PMIWDC volunteers and Functional Areas VPs to conduct broad interviews regarding strategy and performed a preliminary SWOT analysis. Common themes became clear across the organization, and those themes are captured in the Strategic Goals below: Increase Value of Membership, Engage People and partners, and Advocate for PM Adoption which properly align to PMI’s Strategic Objectives, Strategic Focus, Customer Centric, and Organizational Agility.



Statement of Intent

The Strategic Plan is the lens through which all PMIWDC activities are understood and evaluated. It is not intended to be restrictive, but rather as a tool to guide decisions and provide purpose. Leaders and volunteers are encouraged to keep this document close at hand and reference it when considering initiatives, planning projects, events, activities, and meetings.

When considering how to implement the Strategy across the organization, for ideas and projects of all sizes and scope, the following continuous process can be used:



The Strategic Framework presented on the following pages describes high level Goals, Methods, and Objectives to support turning ideas into reality.

PMIWDC 2021-2025 Strategic Framework

GOALS Stakeholders	METHODS			OBJECTIVES
	Enhance and Enable Data Driven Decision Making	Promote Creative Solutions and Agility	Increase Effectiveness of Communication and Collaboration	
Increase Value of Membership PMIWDC Members & Volunteers	Assess member needs to better meet expectations	Encourage members to contribute their diverse talents	Provide interesting opportunities for members to connect	
Engage People and Partners Supporters of PMIWDC	Leverage our member community networks	Support mutual partnership goals	Improve collaboration with sister PMI chapters and PMI Global	
Advocate Project Management in Our Communities Community Members With an Interest in Project Management	Cultivate information sharing relationships with external stakeholders	Increase awareness of PM in our communities	Improve our tools and capabilities to share our mission with the community	

Figure 1 Strategic Goals, Methods, and Objectives Diagram

Goals are the high-level results PMIWDC will strive for through targeted action

Methods describe the cross-cutting practices that enable PMIWDC to reach the goals

Objectives interpret the connection of Goal and Method to guide PMIWDC Leadership

Ideas aligned to the **Objectives** create **Scope**

Scope paired with a timeline creates **Initiatives**

Initiatives with sponsors and resources can become **Projects**

Projects are broken into **Tasks** to be completed by volunteers

Strategic Methods

The three Strategic Methods describe the cross-cutting practices that enable PMIWDC to reach the Strategic Goals. Improving and mastering these Methods will be key to the success of the Chapter in the years to come, and all new initiatives and projects should incorporate one or more to ensure they are in alignment with the Framework.

Enhance & Enable Data Driven Decision Making

PMIWDC recognizes the immense opportunity to use data to achieve our goals and is committed to the collection and analysis of data to provide insight to decisions at all levels of the organization

Promote Creative Solutions & Agility

PMIWDC is committed to new ways of thinking, innovative solutions to unique problems, and adapting quickly to evolving situations

Increase Effectiveness of Communications and Collaboration

PMIWDC understands that communication and collaboration are the lifeblood of any successful organization and is committed to using best-in-class communication channels and identifying gaps in collaboration capabilities to ensure there are no obstacles or barriers to success.

In the following pages, the Strategic Goals will be presented within the context of how each of the Methods can be applied. As described in the Framework, this intersection defines the Strategic Objectives for the Chapter.

Goal 1: Increase Value of Membership

Stakeholders are individuals who are members of PMIWDC

Members are the most important stakeholder of PMIWDC and connect the organization to the communities we serve. PMIWDC must continuously strive to provide the greatest possible value to our members.

Below are the specific Objectives, based on how each Method can be applied to this Goal. Some potential ideas are presented as examples.

Enhance and Enable Data-Driven Decision Making
Objective: <i>Assess member needs to better meet expectations</i>
Host organized focus groups
Conduct surveys with active volunteers
Request members to update their current profiles so we can target accordingly

Promote Creative Solutions and Agility
Objective: <i>Encourage members to contribute their diverse talents</i>
Invite members unique talents through a member recognition section in monthly newsletter
Host monthly network meeting where members can share their ideas and talents
Host organized networking events by industry where members can collaborate
Encourage volunteers to expand their networks and bring in non-active members

Increase Effectiveness of Communications and Collaboration
Objective: <i>Provide interesting opportunities for members to connect</i>
Host network sessions in unique and relaxed settings centered around a specific activity – as an example, beer gardens, gyms, or parks
Using social media platforms launch a discussion forum on a specific industry topics and thought leadership
Develop a discussion board
Showcase members / organizations real world scenarios and success factors

Goal 2: Engage People & Partners

Stakeholders are individuals, organizations, and other partners who support PMIWDC through in-kind and financial contributions

PMIWDC engages with a wide variety of external people and partners in our communities. The Chapter should strive for new and innovative approaches to engage diverse partners to further our mission.

Below are the specific Objectives, based on how each Method can be applied to this Goal. Some potential ideas are presented as examples.

Enhance and Enable Data-Driven Decision Making
Objective: <i>Leverage our member community networks</i>
Host a networking event for members and partner organizations
Engage sponsors/member organizations - have them host webinars of what they do, job openings, Virtual job fairs
Host a panel discussion with key industry leaders - cross cutting

Promote Creative Solutions and Agility
Objective: <i>Support mutual partnership goals</i>
Hosting an annual virtual idea generation event for members
Engage partners to provide demonstrations and showcase advancements within all industries (Addressing Real world Scenarios) - this cannot just be technology

Increase Effectiveness of Communications and Collaboration
Objective: <i>Improve collaboration with sister PMI chapters and PMI Global</i>
Host a cross chapter member events to offer a greater variety of speakers and topics covering a wide variety of industries
Engage leadership from PMI Global though Regional Partner /Chapter Partner Representative for the shaping the profession
Host a joint PM symposium with our sister chapters

Goal 3: Advocate Project Management Adoption in Our Communities

Stakeholders are individuals, organizations, and other partners who are not PMIWDC members. PMIWDC often refers to this group as the *underserved* population or the *underserved* community.

Espousing the value and impact of the Project Management profession is at the core of what we do. PMIWDC should strive to find new and exciting ways to improve our communities and demonstrate proven project management practices.

Below are the specific Objectives, based on how each Method can be applied to this Goal. Some potential ideas are presented as examples.

Enhance and Enable Data-Driven Decision Making
<i>Objective: Cultivate information sharing relationships with external stakeholders</i>
Identify public information sources to target prospective partnerships

Promote Creative Solutions and Agility
<i>Objective: Increase awareness of Project Management in our communities</i>
Engage local non-profit organizations and host educational workshops
Host, participate, or partner with a charitable organization showcasing the good work of our project management professionals

Increase Effectiveness of Communications and Collaboration
<i>Objective: Improve our tools and capabilities to share our mission and educate the community of the value of Project Management</i>
Using Technology – PMIWDC website and social media platforms
Educate non-members on the value of project management
Share real world scenarios and success factors
Implement a Member/Organization testimonial section showcasing the success stories of following PM practices

APPENDIX A

PMI Global Guiding Principles

Founded in 1969, PMI delivers value for more than 2.9 million professionals working in nearly every country in the world through global advocacy, collaboration, education, and research.

We advance careers, improve organizational success, and further mature the profession of project management through our globally recognized standards, certifications, resources, tools, academic research, publications, professional development courses and networking opportunities.

Vision: Empowering people to make ideas a reality

Mission: PMI will strive to serve individuals so well that they become champions in their organizations and professional circles

Strategic Objectives:



Values:

Project Management Impact Project management is a critical competence that has a positive influence on organization results and society at-large.

Professionalism Accountability and ethical behavior ensure our commitment to PMI stakeholders.

Volunteerism Volunteers and effective volunteer partnerships with staff are the best way to accomplish the Institute's goals and objectives.

Community Bringing members of the global project management community together is the best way to facilitate their growth and the advancement of the project management profession.

Engagement PMI encourages diverse viewpoints and empowers individuals to contribute to the project management profession and to the Institute.