

Seeing What Others Miss

Turning Hidden Chapter Opportunities Into Action

12 June | 13:15

PMI Culture Value: Embrace Curiosity

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Agenda

- Chapter Shared Challenges
- Seeing Beyond the Surface
- Spotting Opportunities
- Building Alignment
- New Lenses
- Outcomes that Matter

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- This presentation is for registered attendees of the Asia Pacific- South Asia LIM 2026.

Learning Objectives

At the conclusion of this session, attendees will be able to:

- **Identify overlooked chapter opportunities** using critical observation, data analysis, and strategic sensing techniques; and
- **Evaluate opportunity value and build alignment** by connecting proposed initiatives to chapter strategy, Board priorities, and member needs

Chapter Shared Challenges

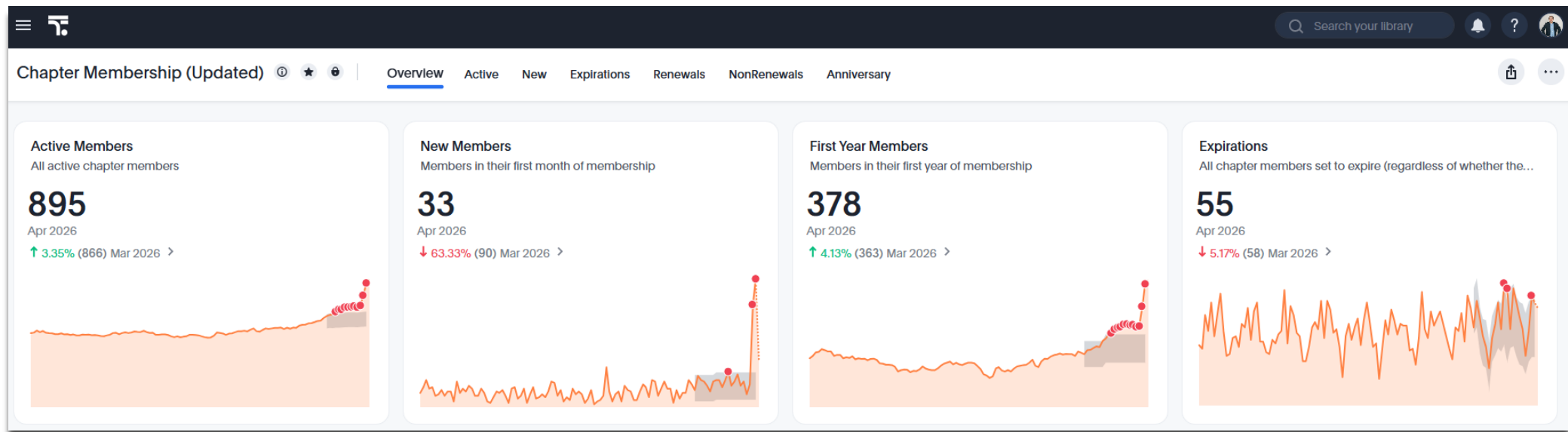
Live Poll



menti.com
6727 9845

Seeing Beyond the Surface

What can you tell from this?



This is what I see



This is what PMI WA Chapter used to have

Western Australian Chapter Y2023 Monthly Membership Summary

End July 2023 Report

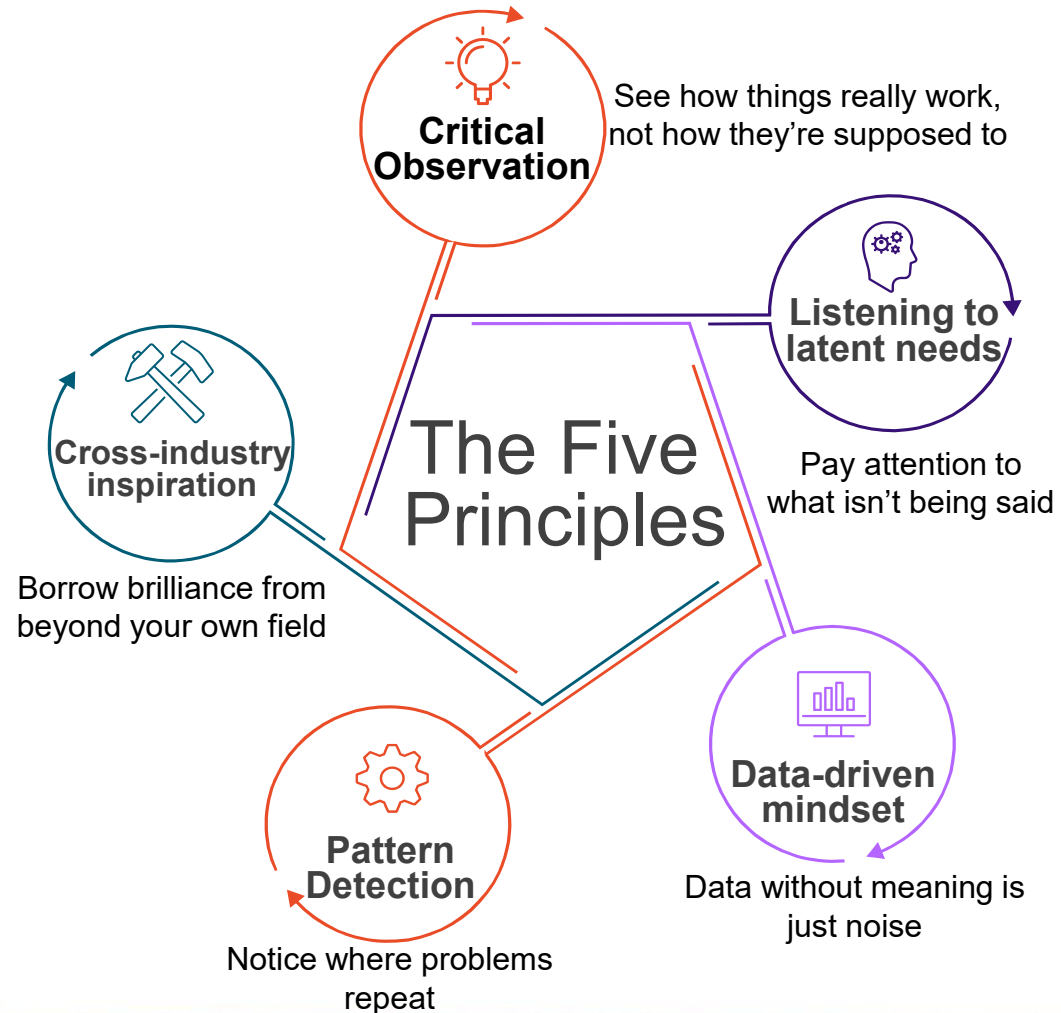
Report Run Date Set = EoM Y2022 at 01/08/2023

NEW Reporting "ThoughtSPOT" April 2023

Membership KPI	Month Statistics	Comment
New CHAPTER Month Members Inc. Students:	10	(New only, not rejoining) 9 Individual 1 Student
End of Month Total Members	542	
New Credentials	PMP = 2 PMI-ACP = 0 CAPM = 1 PgMp = 0	PMP, Sneha Chaudhari, Jul 23 PMP, ISSIFU BABA ABU, Jul 23 CAPM, JXing Ying Lee, Jul 23
Retention Rate – Current month	NA (June23)	New 2021 Benchmark = 82.9%
Number Expired Members	RESET July2023	
2021 Member Satisfaction	79%	<u>WA PMI Chapter Satisfaction Survey 2021</u>
2021 Likely Re-join	76%	
2021 Likely to Recommend	76%	
2021 Chapter Net Promoter Score	TBA	Gauge of customer engagement; if they are happy with us, more likely to recommend.
End Year 2022 Total Members	528	2022 Baseline [31-Dec-2022]

Spotting opportunities

The 5 principles



Superpower



Critical Observation

Be relentlessly curious



Listening to latent needs

Ask the **right** questions



Data-driven mindset

Own your data



Pattern Detection

Think **outside the box**



Cross-industry inspiration

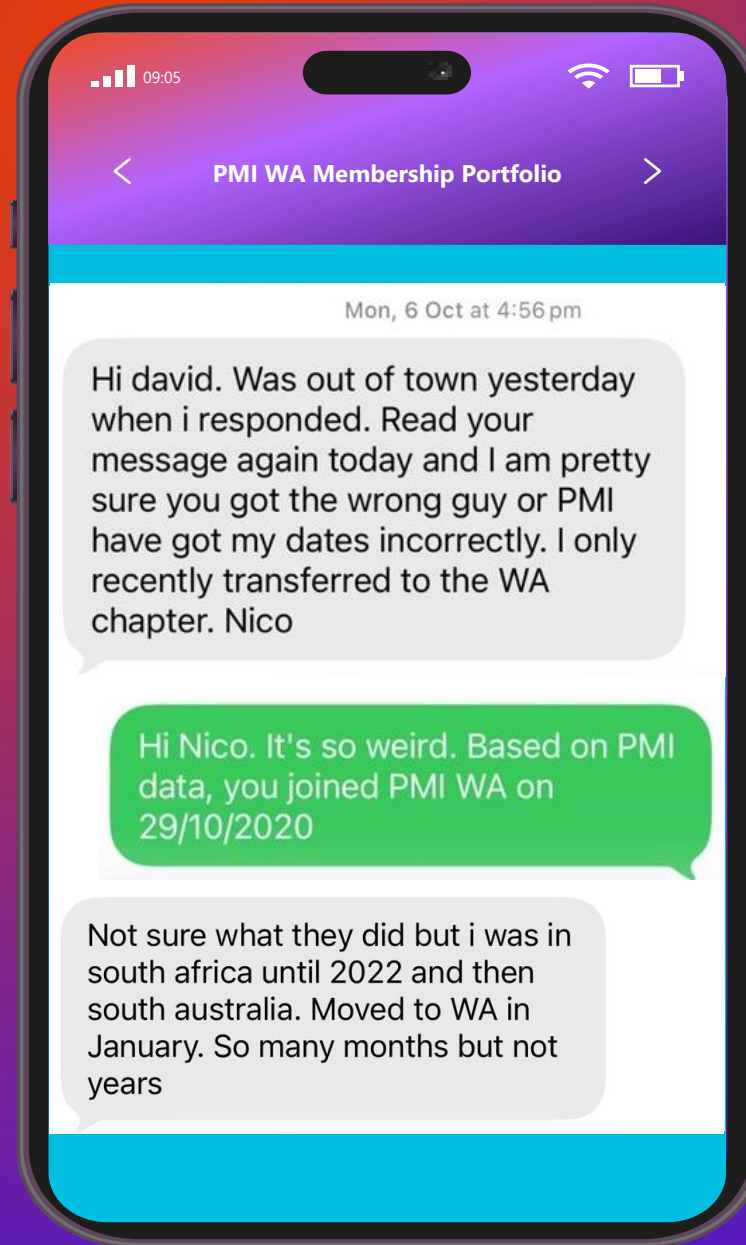
Master Your Unknowns


Untargeted Members on ThoughtSpot



Primaryemail	Jobtitleypename	Jobtitleother	Industry	Companyname
				SYSTEMS
@gmail.com	OTHER	PROJECT COORDINATOR	MINING	WESTRAC
@chevron.com	{Null}	{Null}	{Null}	{Null}

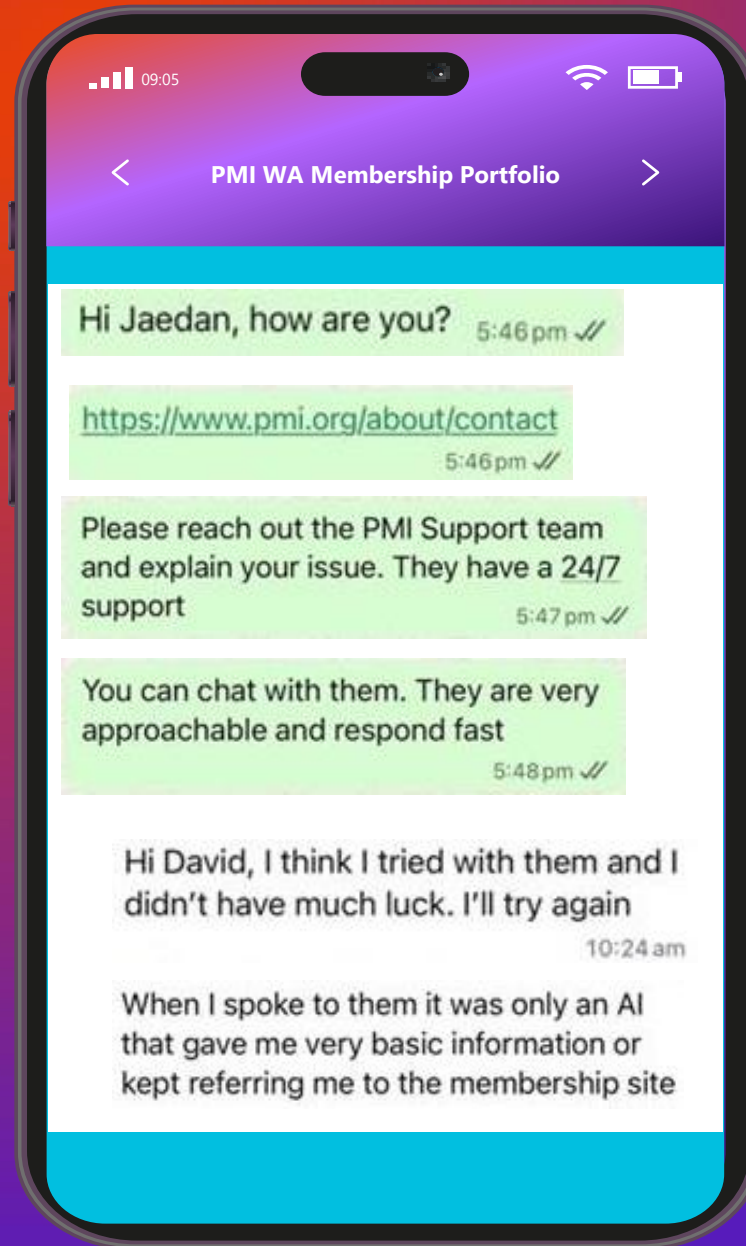
Ways of False Positive



 Listening to latent needs

 Cross-industry inspiration

Pay attention to details



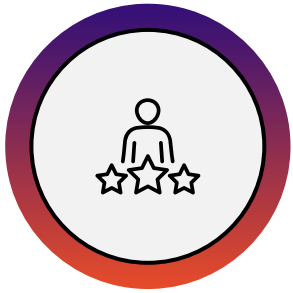
-  Listening to latent needs
-  Pattern Detection

Building Alignment

PMI WA Ecosystem



Building Alignment



Be Consistent

Align opportunities with the chapter strategic objectives



Support with Data

Ground the proposal in data and evidence



Quantify the Value

Measure the expected value



Manage Risks

Assess key risks and define mitigation strategies



Build your Network

Engage with board members early and make them aware of the initiative

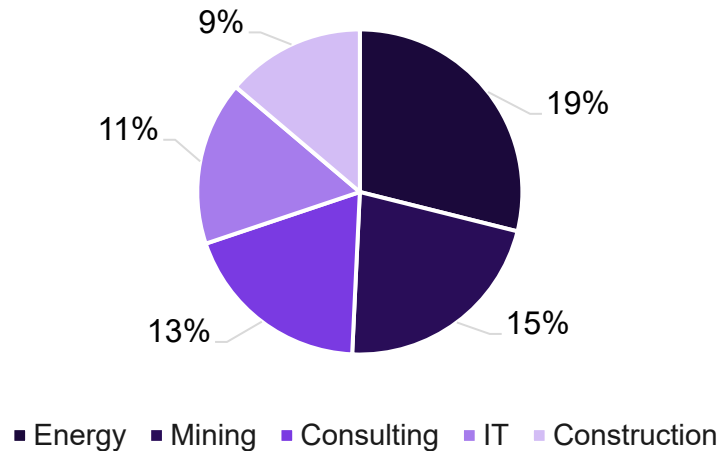
New lenses

This is what PMI WA see now

Members Industry

+67%

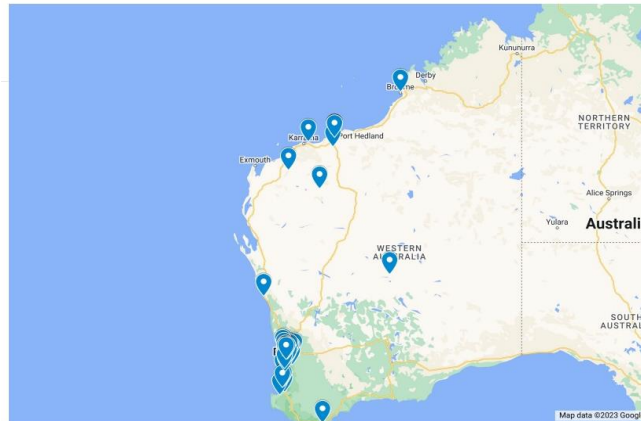
2/3 members fall into these industries



Members Distribution

73%¹

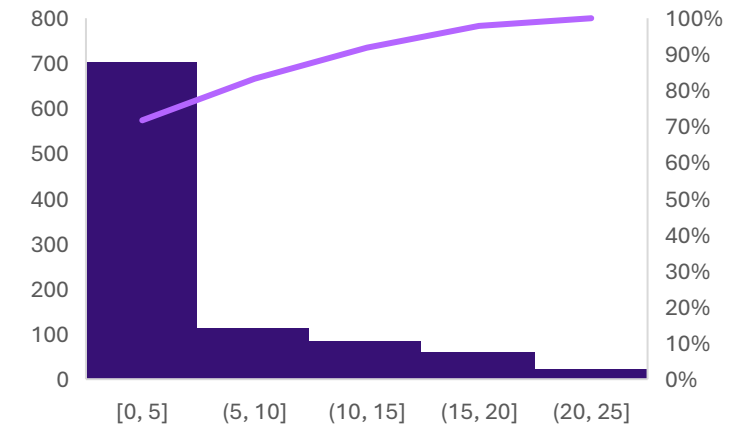
*40% members come from the South
33% members come from the North*



Members Loyalty

30%

3/10 members have a tenure of 5 years or more



1. 73% of the members come from the Metro Area

Monthly Report

Portfolio Insights

Update #1



Data Analytic

- **93%** of new members hold PMI Single Membership (67 of 72)
- **60%** are students (44 of 72)
- **70%** of students from ECU (33 of 44)

Update #2



Finance

- Membership performance for January and February exceeding forecast by **32 members**
- This uplift has generated an estimated Q1 surplus of approximately **\$XXX USD**

Update #3



New Membership Model

- Limited visibility of organic growth
- All members grouped under "Single Membership"
- No distinction between growth and migration

Update #4



Keep an eye on

Event:

- Membership may reach ~1,000 by **June**
- Capacity and logistics may need adjustment

Professional Development

- **60%** of members hold no PMI certification

Academic Outreach

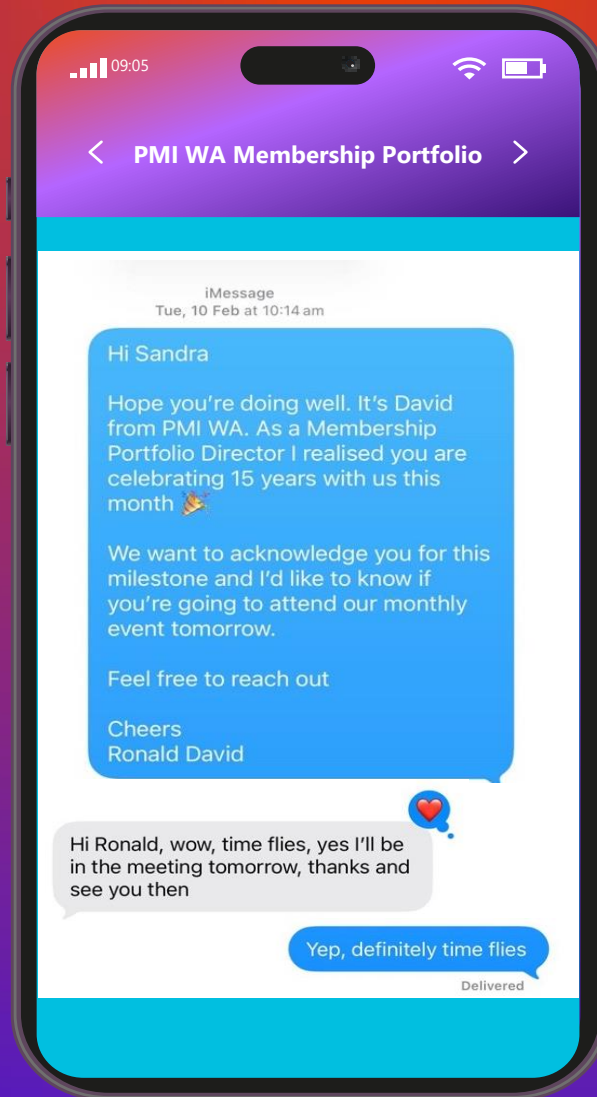
- Students represent **60%** of new members
- Targeted support could be required

Outcome that matters

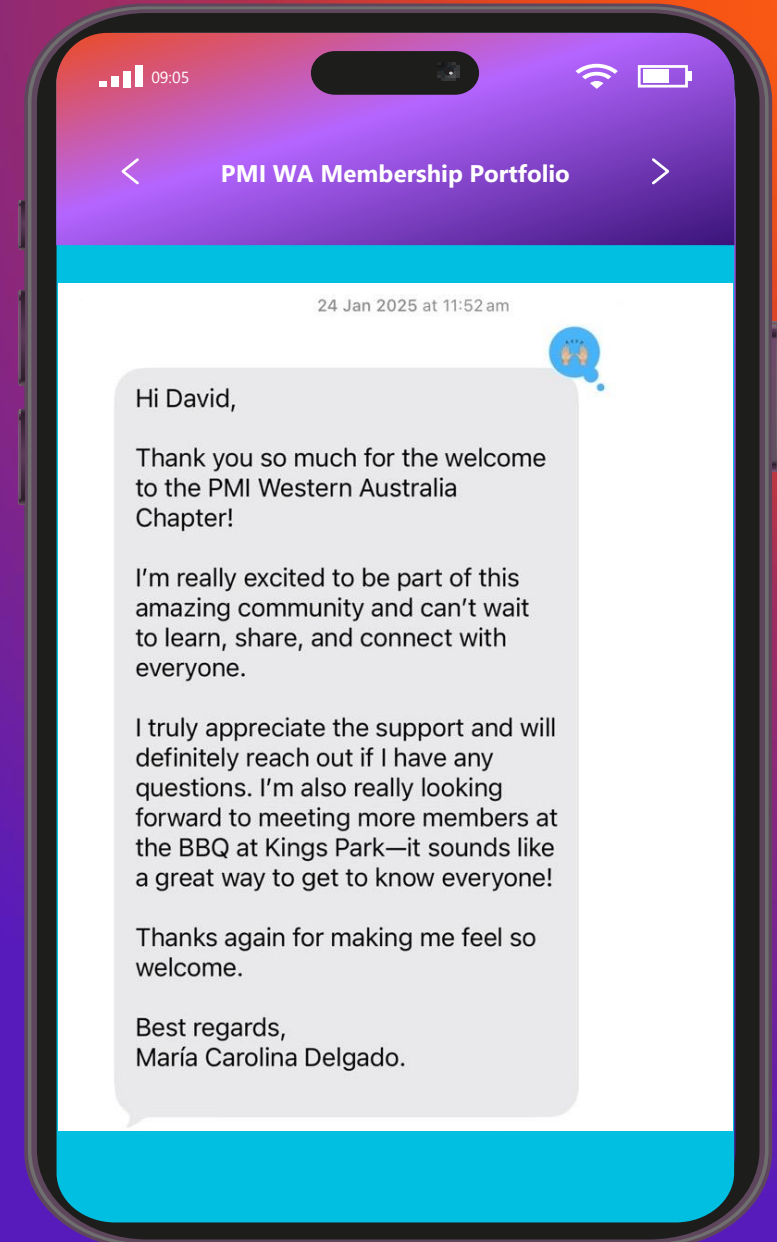
Intangible Outcomes



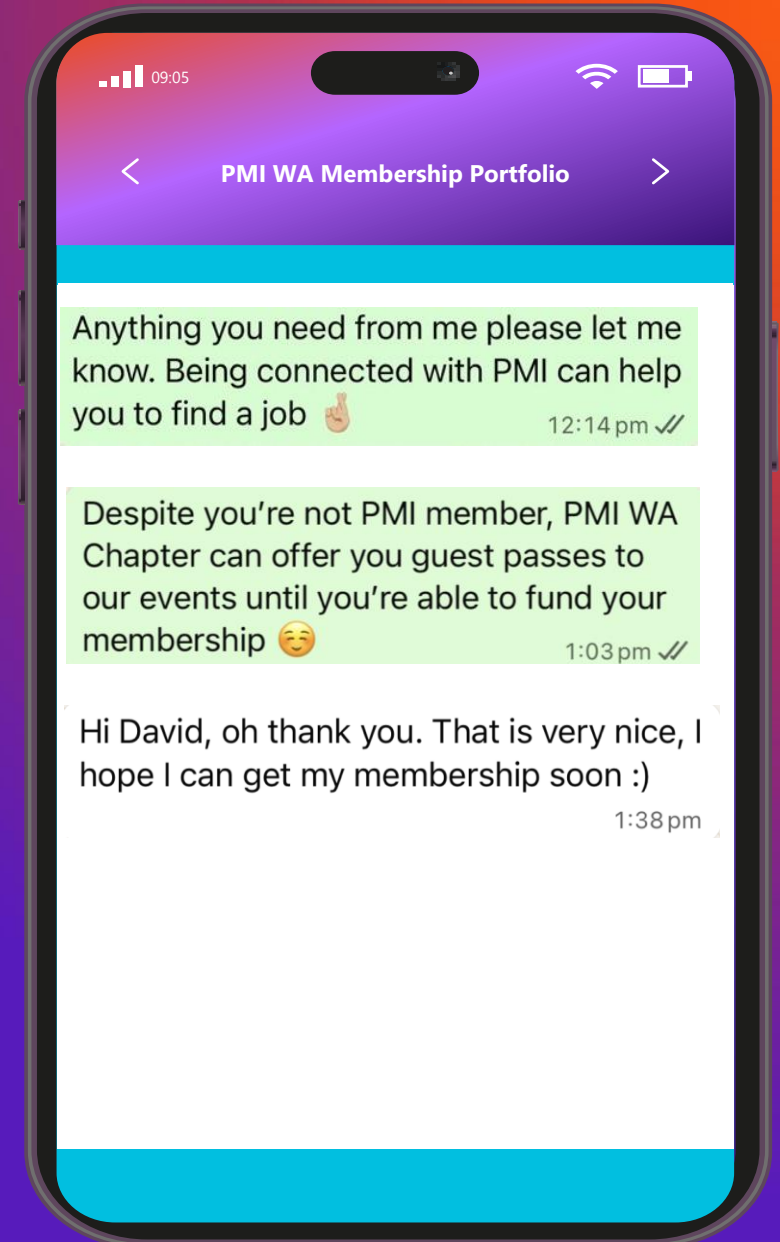
Members Loyalty



New Members

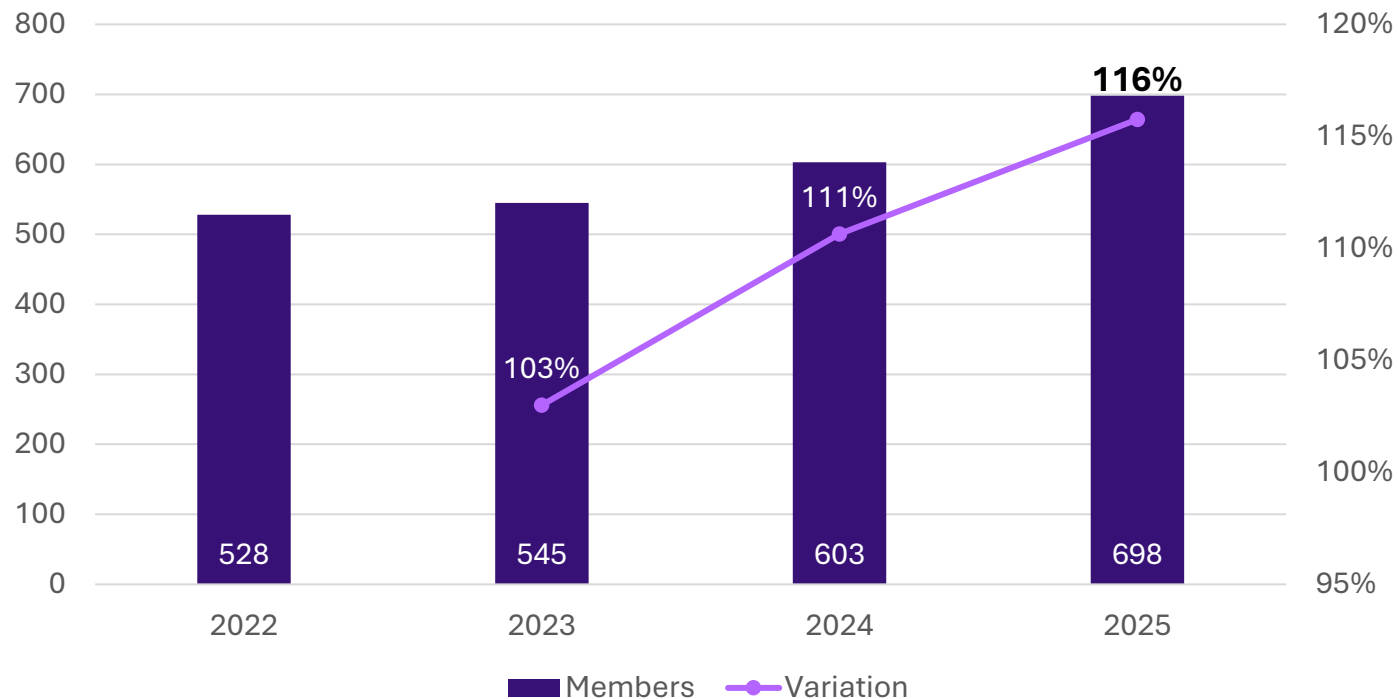


Non-Renewals Members



Tangible Outcome

Chapter Growth



Asia Pacific Membership Challenge



Key Takeaways

Less is M.O.R.E.

Hidden opportunities don't come from knowing more — they come from seeing differently.

Sharpen the 5 Principles

Opportunities are hidden by habit - they appear when these capabilities are sharpened

Team Thinking

Seeing yourself as part of a system - not a one-person band

One-Mind Governance

Many perspectives. One aligned direction



Your job as a human is to make people
become bigger...

Great souls make others feel great.

Robin Sharma

Thank you!

Let's continue the conversation!



Ronald David Gonzalez

MSc in Renewable Energy | Electrical Engineer |
Project Management Professional PMP®, PMI Agile...



Thank You!

Questions?

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