

The Intuitive Chapter

Using AI to Bridge the Strategy-Execution Gap

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PMI Culture Value: Together We Can

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

Learning Objectives

By the end of this session, you will be able to:

- **Apply AI** workflows to generate content your whole team can own, not just the specialist
- **Use Google analytics** to reduce friction in the member's journey and drive conversion
- **Adapt** PMI Sydney's approach to close the strategy-execution gap in your Chapter

The Unicorn problem

What are Unicorns and why they are so hard to replace?

Invisible knowledge

No time to train

High departure risk

What did we lose?

- Our social media voice
- Member-recognised cadence
- Weeks of volunteer time to restore baseline



AI as a Digital Teammate

What AI does well



What humans do well





The middle ground



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Mentimeter PK

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Q1. Which AI tools help you the most in your day to day volunteering?

chatgpt for brainstorming

56 test

claude for copy



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2 of 4 responded



Our Chapter Journey

2024 – Limited Visibility

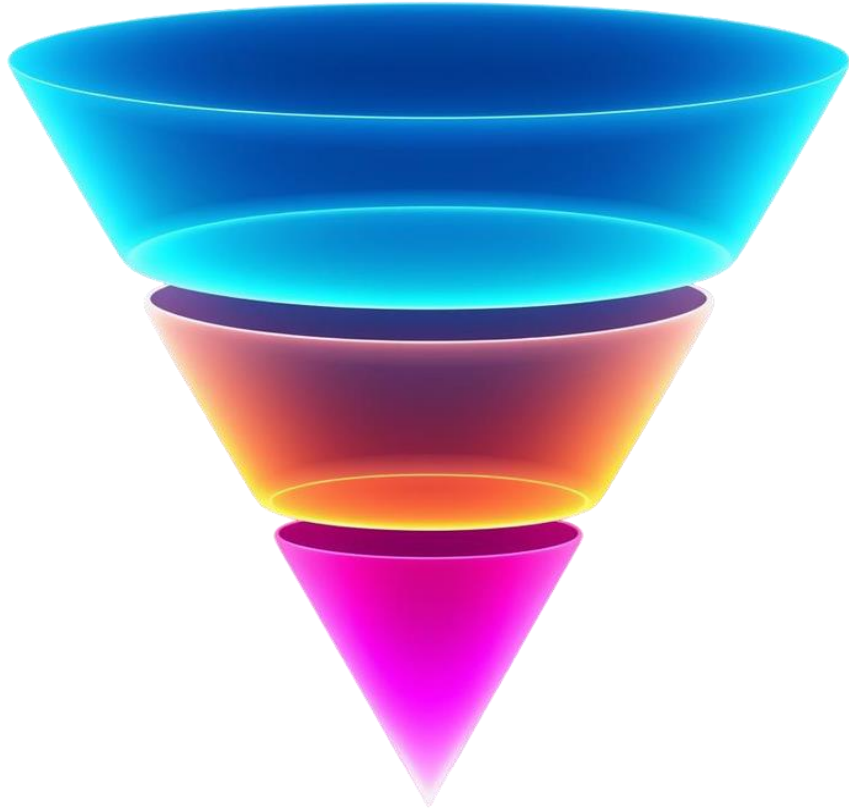
2025 – Active Engagement

2026 – Data Driven



The Marketing Funnel

Finding new members and converting them into active participants



Awareness How do people find us?

Engagement Why should they care?

Conversion Turning interest into action

What the Data Showed Us

75% Less time on manual content

1,259 New followers in 1 year

38% Senior professionals on LinkedIn



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Q2. Which areas would benefit from having an AI assistant in your chapter?

process documentation
volunteer training



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1 of 4 responded



What is a Prompt?

A prompt is the instruction or question you give an AI tool to give a useful response.

STRONG PROMPTS USUALLY INCLUDE:



Goal

What do you want the AI to do?



Context

What background information should it know?



Format

How should the answer be structured?



Constraints

Length, tone, audience, deadlines, and other limits.



EXAMPLE PROMPT



Create a one-page project risk summary for executives using concise language and a traffic-light status format.”



Clear prompts produce better AI results.

RESOURCES



PMI Talking to AI: Prompt Engineering for Project Managers



Scan to learn more



PMI Infinity - Prompt Library



Scan to explore prompts

Using AI safely

Zone 1 - Green

Free AI tools

- Ideation
- Brainstorming
- Drafting content

Examples:

 Gemini

 ChatGPT

 Claude

Zone 2: Amber

PMI Infinity™

- PMI Internal or Private Information
- Chapter data

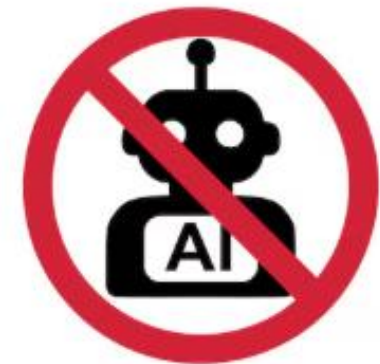
 PMI Infinity

Zone 3: Red

No AI – Full Stop!

- Chapter sensitive data
- Member or volunteer sensitive data

Human handling only.



Live Demo 1

AI Content Creation Workflow




Gemini

WORK



 New chat

 My stuff

Gems





 PMI Tone & Voice Gem



Hi Luc

I'm ready to help you plan, study,
bring ideas to life and more.

 Enter a prompt for Gemini

  Tools

Fast 



 Create image

 Create music

Boost my day

Help me learn

Write anything

 Settings and help

What is GA4?

- GA4 (Google Analytics 4) is a tool from Google that allows us to understand how people use our websites or apps.
- It shows things like:
 - How many people visit a site
 - What pages they look at
 - What they click on
 - Where they came from (Google, social media, ads)
 - Whether they sign up or buy something
- Businesses use GA4 to see what's working, what isn't, and how to improve their website or marketing.

Live Demo 2

Google Analytics Workflow

+ New

- Home
- Activity
- Workspaces
- My Drive
- Shared drives**
- Shared with me
- Recent
- Starred
- Spam
- Bin
- Admin console

312.34 GB of shared 100 TB used

Shared drives

Hidden shared drives

Shared drive name

Name	Members
00 Board Of Directors	15 people
00-Operation	2 groups • 3 people
01 President	1 group • 4 people
02 Vice President	1 group • 3 people
03 Secretary	1 group • 8 people
04 Treasurer	1 group • 6 people
05 Marketing	1 group • 11 people
06 Events	1 group • 18 people
07 Technology and Transformation	1 group • 9 people
08 Professional Development	1 group • 16 people

M.O.R.E
in your
Chapter's
Marketing

1

**MANAGE
PERCEPTIONS**

Consistent, professional
communication.

2

**OWN PROJECT
SUCESS**

Audience growth, volunteer
training, and chapter resilience

3

**RELENTLESSLY
REASSESS**

We used data and feedback loops
to continuously adapt

4

**EXPAND
PERSPECTIVE**

Portfolios with skills gaps can use
AI to bridge strategy and execution.

Start Today

The chapter is stronger when knowledge is shared. Pick ONE of these before you leave.

1

**Identify a process
or your unicorn**

2

**Select the
appropriate AI tool**

3

Share the knowledge



The best legacy a volunteer can leave isn't a great event. It's a process that outlasts them.

Your Toolkit Giveaway

Everything we built is designed to be adapted by any Chapter. You don't need to start from scratch.



AI Prompt

Tested prompt for any volunteer to create high-quality chapter content with no specialist experience.



The Data Checklist

GA4 dashboard to identify the member journey.

*Scan, connect, take
the toolkit home!*



Victoria Rende
PMI Sydney Chapter



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PMI Sydney Chapter



Thank You!

Questions?

Toolkit



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PMI Sydney Chapter



Luc Legeret
PMI Sydney Chapter



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