Designing Culture in Practice: Making “Make It Easy” Real

19 October 2026| 14:15-15:15

PMI Culture Value: Make It Easy

Denise Baker, Culture & Diversity Advisory Team

Emily Weeks, Awards Program Specialist

Project Management Institute.

Disclaimer

- The views and opinions expressed in the following presentation are those of the individual presenter/s.
- When used, slides are protected under the copyright laws of the United States of America and other countries. Used by permission. All rights reserved. Project Management Institute and PMI are registered trademarks. All other trademarks are the property of their respective owners.
- This presentation is for registered attendees of North America LIM 2026.



Denise Baker

Culture & Diversity Champion, PMI



Emily Weeks

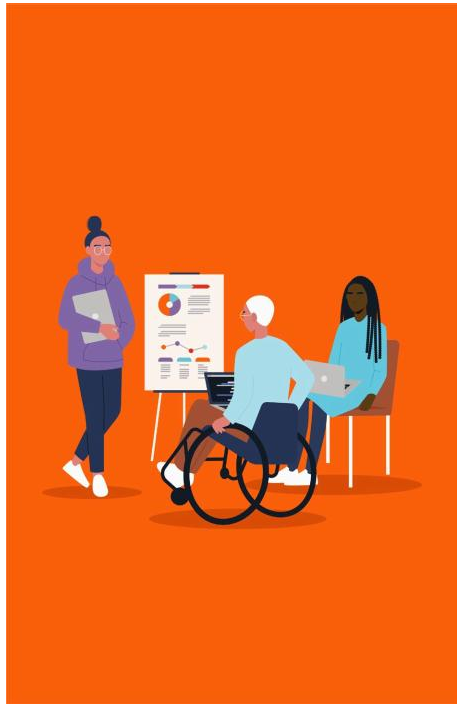
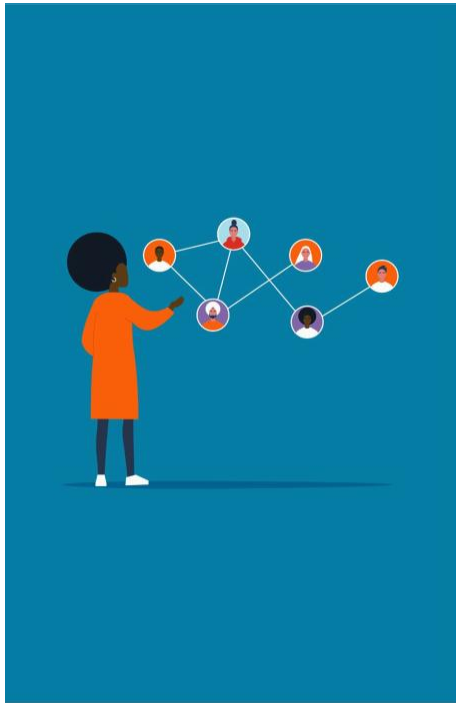
Culture & Diversity Manager, PMI

Learning Objectives

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

- Understand how culture is reinforced through systems and processes (not just behaviors or intent).
- Identify common friction patterns affecting “Make It Easy” across different chapter contexts and regions.
- Design one practical, system-level for your chapter.

Our Culture Values

Make It Easy	Aim Higher	Be Welcoming	Embrace Curiosity	Together We Can
				

RITUALS

Repeated practices, habits, and touchpoints

E.g. simple (how we open a meeting) or powerful as (LIMs, Chapter Presidents Meeting or a team check-in).

HEROES

Recognizing and celebrating individuals, projects, chapters and organizations

E.g. Global Awards recipients, shoutouts during meetings, peer appreciation messages



SYSTEMS

The policies, processes, and frameworks that hardwire our values in decisions

E.g. recruitment, onboarding and handover processes, meeting formats.

STORYTELLING

Stories that show who we are, what we believe in, and why our work matters.

E.g. Rationale behind PMI:Next, experiences from PMI founding members, etc.

Culture Activators: how we bring our values to life

Culture doesn't live in a document—culture shows up in 4 things:
how you meet, what you celebrate, what you share, and how you operate.

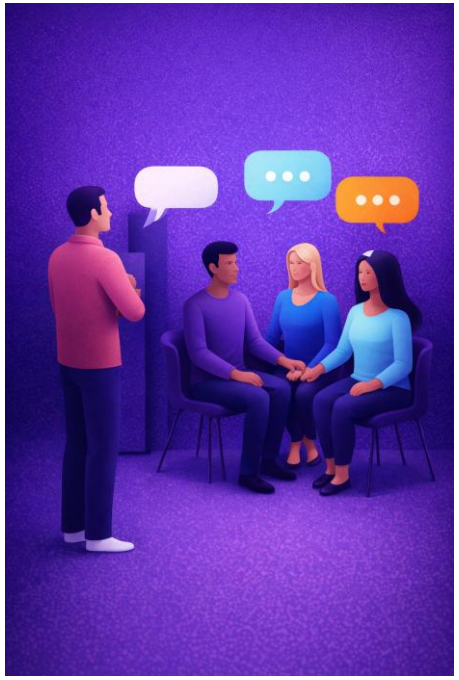
Project Management Institute

From Friction to Action

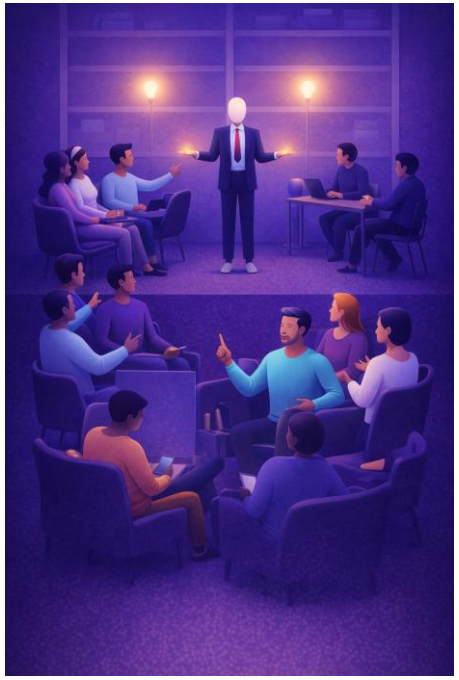
1. Choose Your Table Topic (Choose Your Battle)
2. Reflect (1–2–4)
3. Identify Root Causes
4. Define a 15% Solution
5. Share & Commit

Choose your battle

Select your table topic based on the image that represents where you feel the most friction in your chapter. There is no minimum or maximum number of people per table.



Membership



Events Delivery



Governance & DM



Finances



Volunteers

2a. Reflect 1

Individually

What is NOT EASY in this area today — because of how the system works?

3 mins



2b. Reflect 2

In pairs

Share and compare

Select **one real, concrete problem**

3 mins



2c. Reflect 4

In groups of 4

Align on ONE specific problem

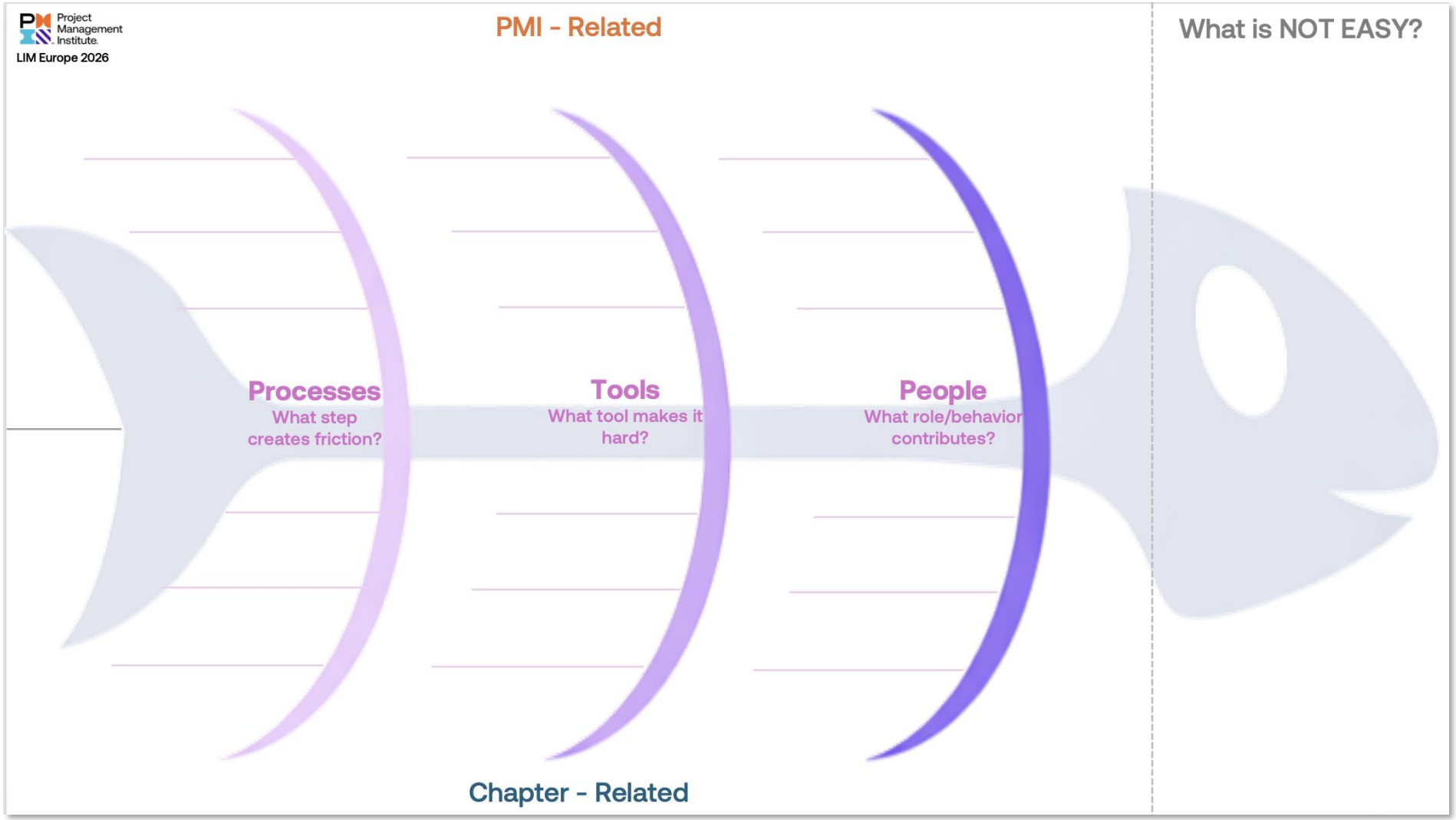
(not easy, matters most, common to all)

Make it concrete

4 mins



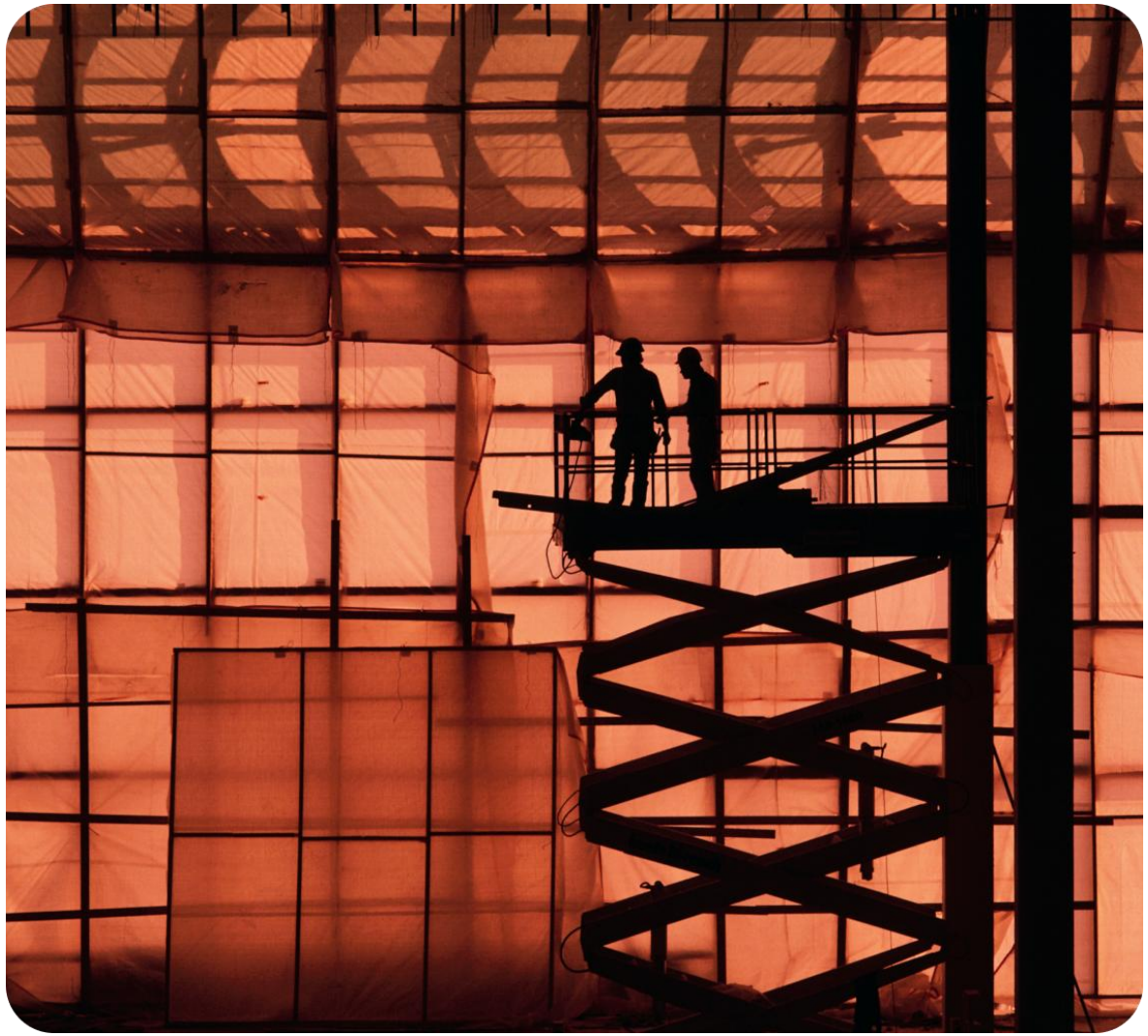
3. Identify Root Causes



4. Define a 15% Solution

Define one action you can test in 90 days (within your control)

Be specific: how will you do it?



4 Ways We Support Your Chapter in 2026

1



Make your voice count (through insights and feedback)

Help us understand what's happening so we can act in ways that support you

Participate and share your perspective through culture survey, focus groups and LIMs

2



Activate PMI culture values in your activities

Bring PMI values to life through your events and community.

Embed values into what you already do – no extra work, just more intentional impact

3



Strengthen your team environment

Build trust, inclusion, accountability, and handle conflict effectively

Use our guidance to foster healthier, more collaborative teams

4



Elevate your chapter's impact and visibility

Use awards and recognition to position your chapter and community in the market.

Leverage PMI awards, showcase success, and connect local impact to global visibility

You Don’t Have to Do this Alone - Resources to Support You

1



Make your voice count (through insights and feedback)

- Culture Survey (September)
- LIMs sessions

2



Activate PMI culture values in your activities

in PMInsight
- Culture Guidebook
- Values & Behaviors (23 languages)
- Culture & Diversity Playbooks for Chapters & Practitioners
- Culture & Rituals Library
- Report - Broader Perspectives, Stronger Outcomes

3



Strengthen your team environment

- Chapter Conflict Mediation Process
- *In My Shoes Community Webinar* Series

4



Elevate your chapter’s impact and visibility

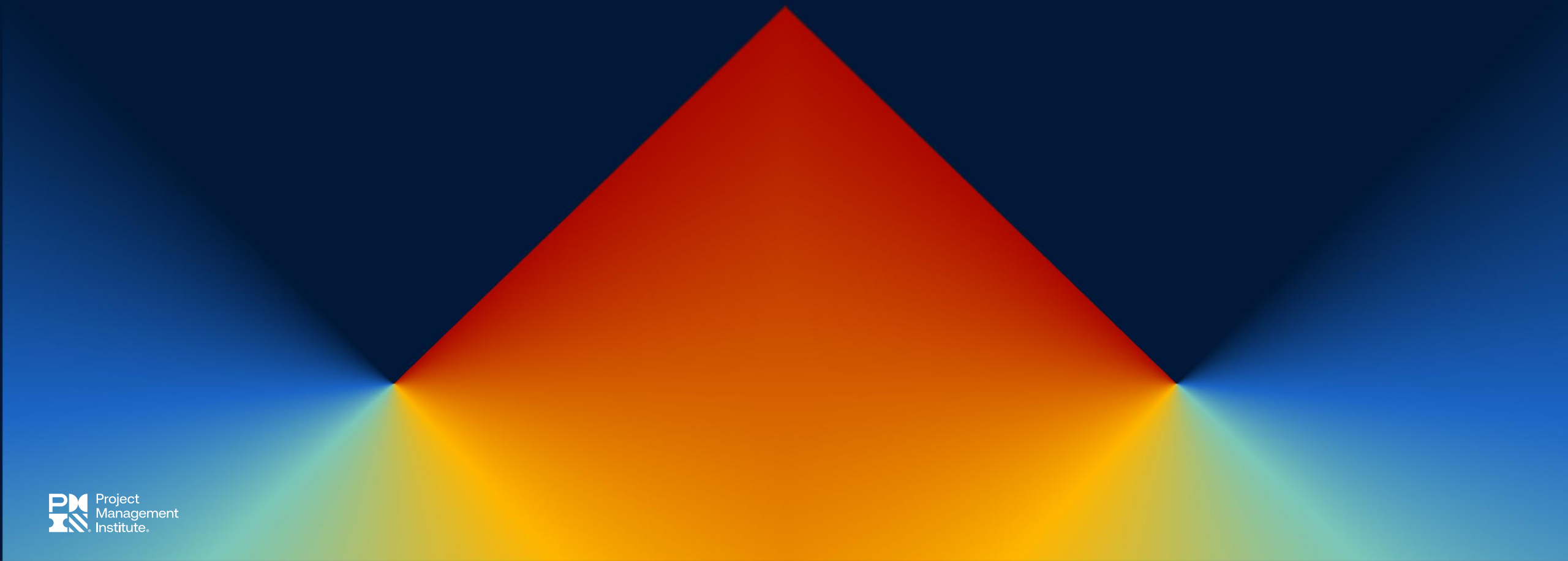
- PMI Awards Website and Nomination Guide
- Nomination handbooks for each award
- Quick reference for Chapters activating awards locally

Your main points of contact besides your Regional PMI Chapter Team

Regional Mentor	**Culture & Diversity Ambassadors**	**Conflict Mediators / Culture & Diversity Ambassadors**	**Culture & Diversity Ambassadors PMI Awards Center of Excellence**

Thank You!

Questions?



Project Management Institute.