

# Effective Engagement Without Breaking the Bank

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PMI Culture Value: Embrace Curiosity

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*As a PMI Leader I foster an empowered, engaged, and goal-oriented culture that drives effective value delivery.*

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*Kateryna Moroz*



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*As a PMI Leader, I drive professional growth of our community by unlocking learning opportunities and leading by example in lifelong learning.*

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*Oleksii Leshchynskyi*



# Vault Opener Bingo: Icebreaker

Free Membership Model	Zero Chapter Budget	Online-First Collaboration	In-Person Event Barriers	Demanding Work Schedules
Low Volunteer Motivation	PMI	Limited Recognition	Communication Gaps	Unclear Volunteer Roles
Volunteer Burnout	Geographic Dispersion	Language Barriers	Cultural Differences	Limited Networking Opportunities
Resource Constraints	Virtual Meeting Fatigue	PMI	Lack of Feedback	Impact Visibility Issues



# Learning Objectives

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



# Welcome to the Engagement Vault

Please think of a time when **you felt truly engaged as a volunteer.**

What made you feel that way?

If you're comfortable, please raise your hand and **share a word or short phrase** with the group.

recognition

community

learning

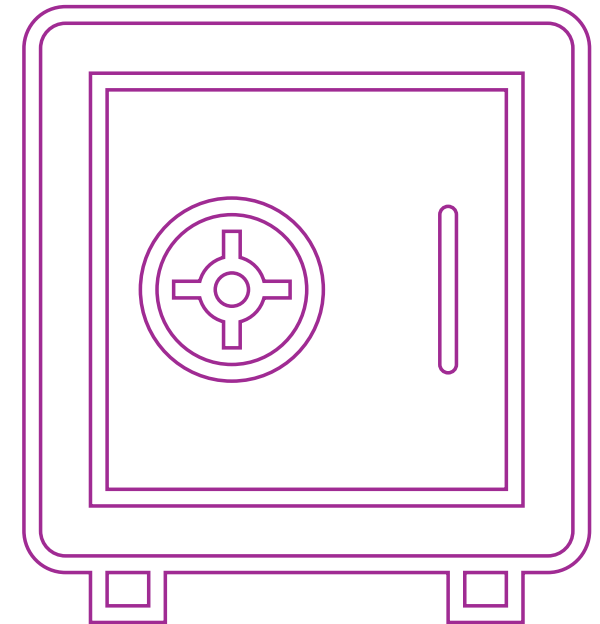


# Welcome to the Engagement Vault

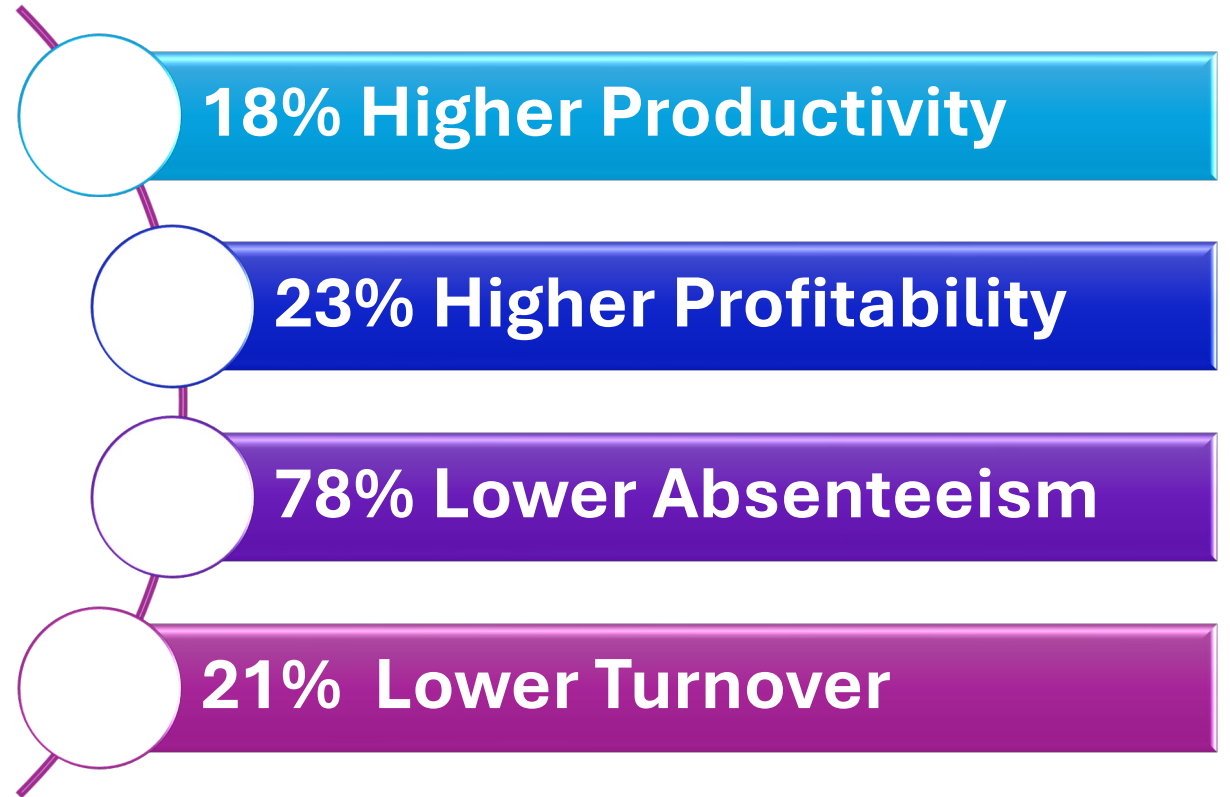
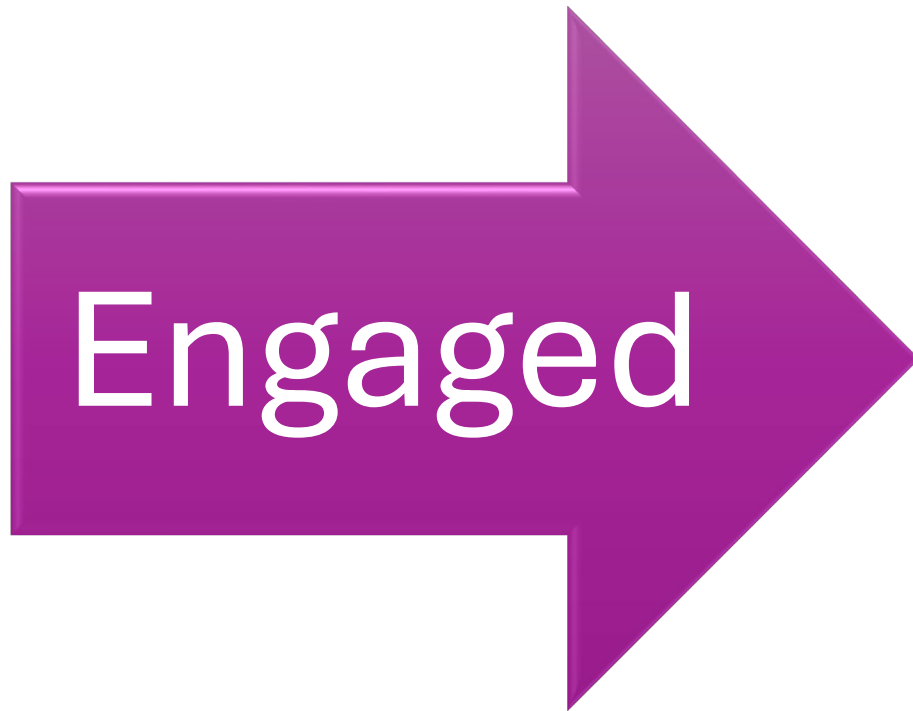
Gallup defines **employee engagement** as the **involvement** and **enthusiasm** of employees in their work and workplace.

PMBOK® defines engagement as tailoring strategies to **assess** skills, **empower** team members, and **integrate** diverse contributors for optimal project performance and outcomes.

Engaged team members often see themselves as psychological “**owners**,” actively contributing **to shared goals, performance, and innovation**.



# Engagement: The Currency of Success



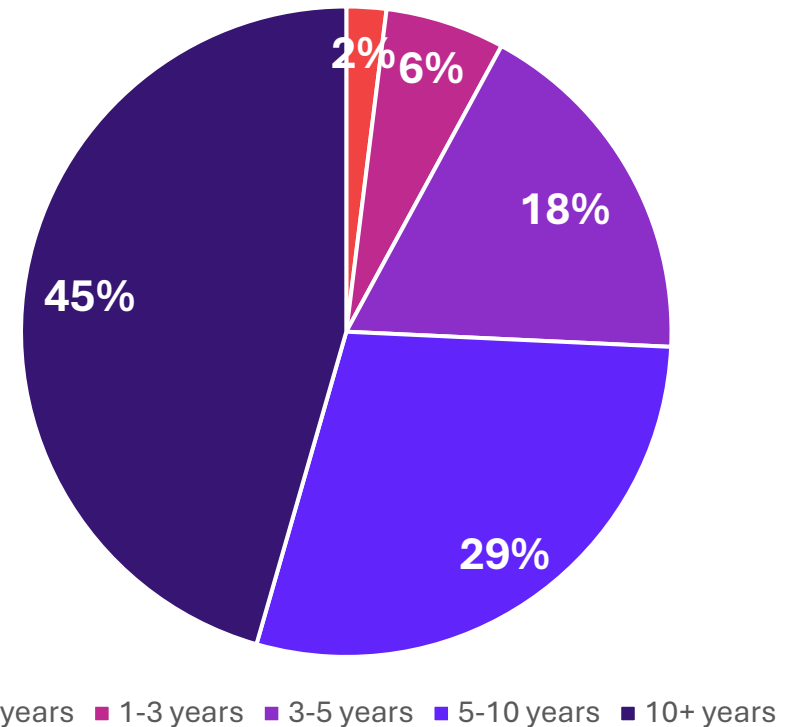
<https://www.gallup.com/workplace/321725/gallup-q12-meta-analysis-report.aspx>



# Ukraine Chapter Profile Scoring

- Members: 1000+ (before single-membership)
- Volunteers: 60+
- Experience:
  - 10+ years 45%
  - 5-10 years 29%
- Key Needs: Earn Certification, Advance Professionally, Share Expertise
- Budget: \$0

Chapter Members Experience



# Securing Long-Term Value

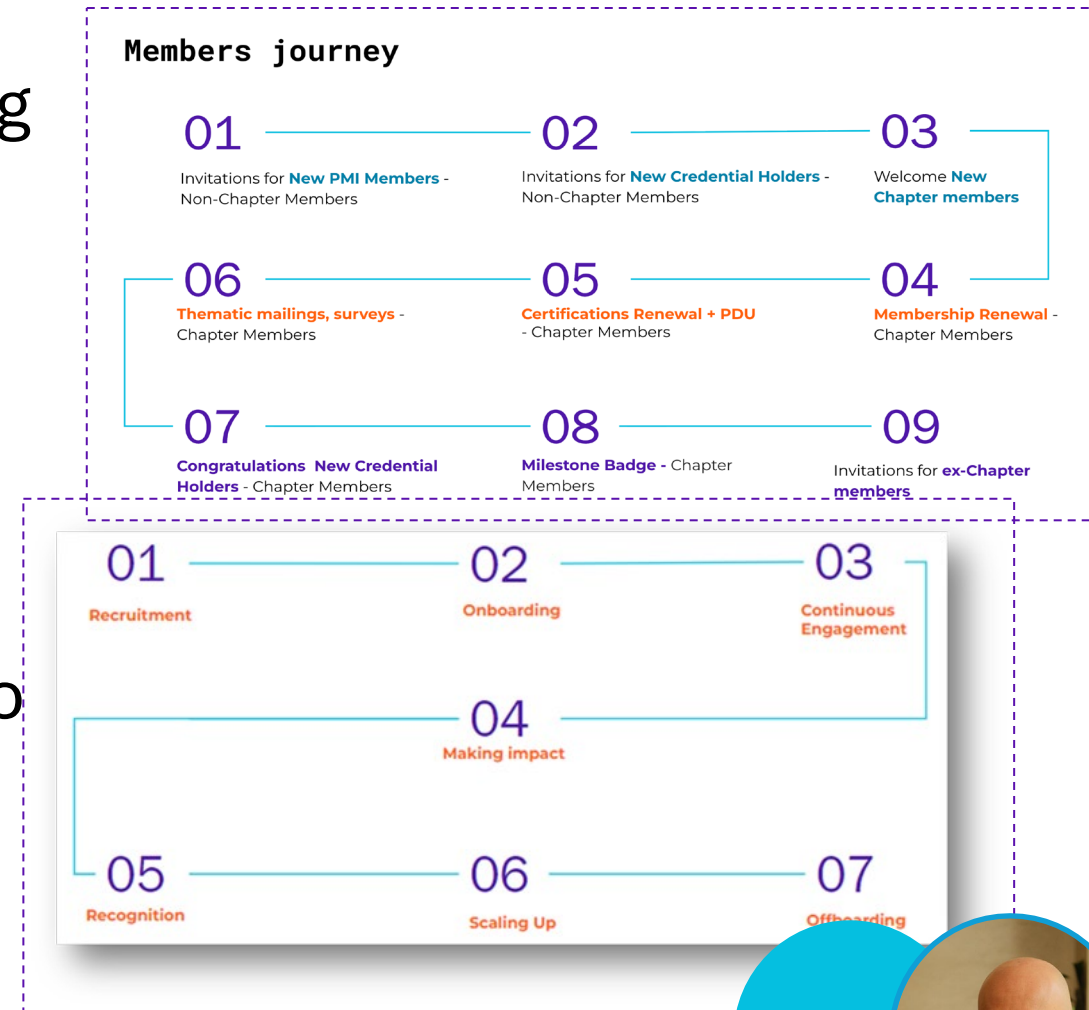
- Provide a **welcoming** and structured **onboarding** experience
- Set **clear expectations** and **guidance** for new members and volunteers
- Foster early engagement and a **sense of belonging**
- Support **ongoing growth** and adaptation to individual needs
- Strengthen retention through meaningful and **measurable milestones**



# Securing Long-Term Value: Case Study

The Onboarding Experience - welcoming and guiding every new member:

- 2x membership growth since 2023
- 3-month mentorship program
- over 30 volunteers completed personalized onboarding
- 90% volunteer retention from 2025 to 2026
- Enhanced process automation for seamless adaptation



# Community Capital: Invest in common good

Help everyone feel part of something bigger by engaging in activities that bring purpose and joy.

Practical Ways to Start:

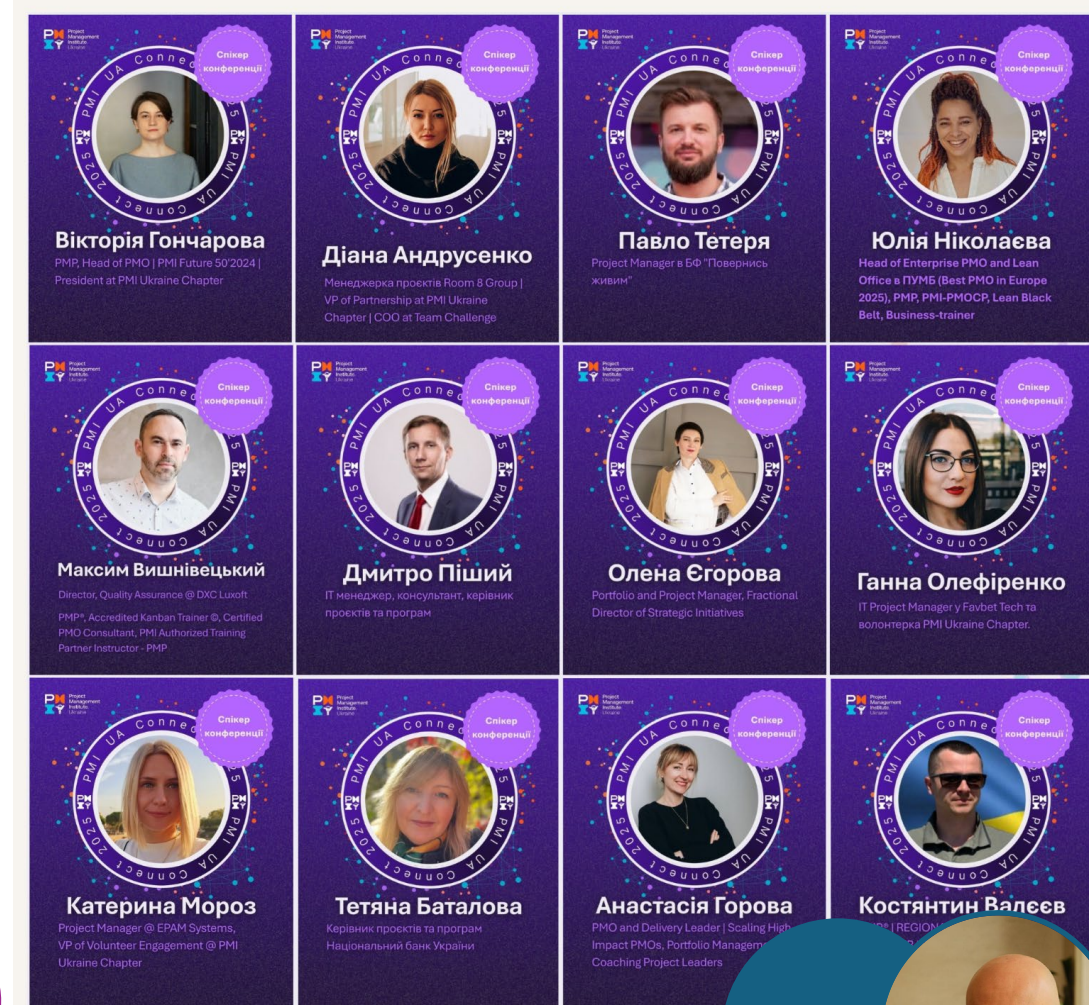
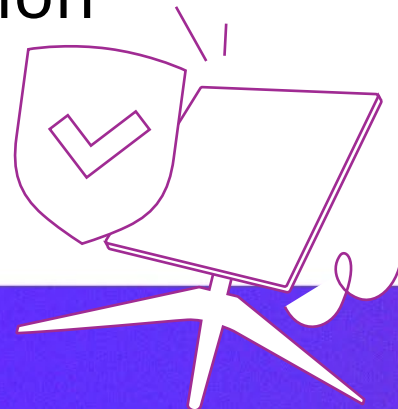
- **Give** Together: Try a group donation - spreading joy multiplies the impact.
- **Learn** Together: Take a course, join a webinar, or attend a conference as a team.
- **Celebrate** Together: Hold regular quarterly and annual gatherings to celebrate wins and recognize collective progress.



# Community Capital: Connect'25 Case Study

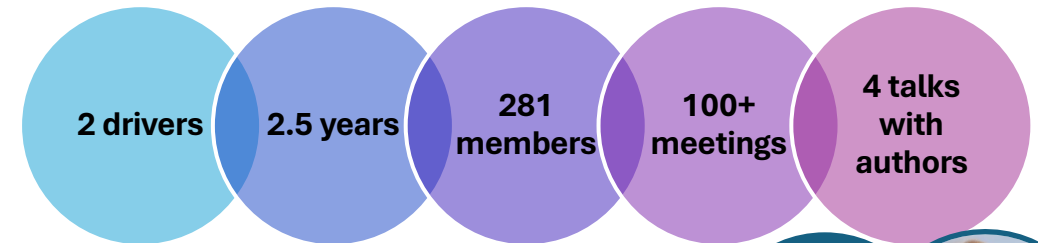
## PMI Ukraine Connect'25

- **109** Registered Attendees
- **8 Hours** of deep-dive insights
- **12 Speakers** | Max focus on value
- **9.33/10** Organization Rating
- **57** Average session attendance
- About **\$3500\*** total donation



# Community Capital: Book Club Case Study

- Find a Driver
- Democratic Choice: Vote on the book and meeting date
- Keep the Conversation Going: Use chat channels for ongoing discussion
- Spread the Word: Promote meetings through internal marketing
- Succession Plan: Rotate leadership to keep the club fresh
- Record or stream meetings for those who can't attend live



# Growth Bonds: Investing in Development

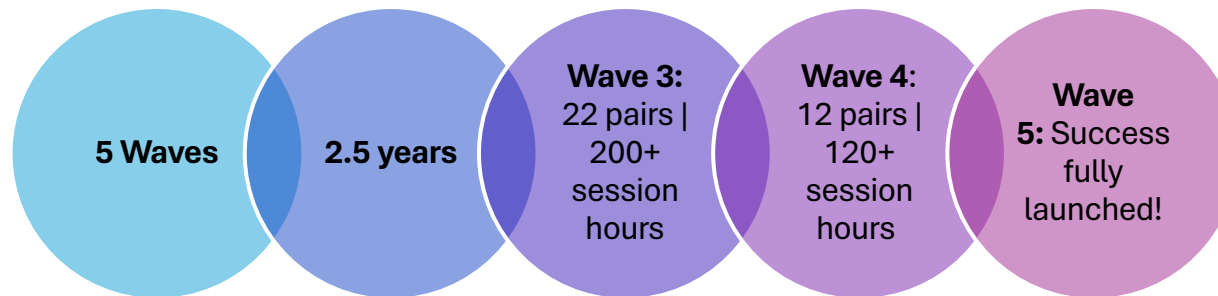
- **Learning Cohorts:** Create CPMAI or other skill-based cohorts to grow together and stay aligned.
- **Mentorship:** Pair team members for coaching, knowledge transfer, and mutual support.
- **Ambassador-Led Communities:** Engage in PMO, PMP, and other topic-focused communities to broaden expertise.
- **Shared Learning Calendar:** Maintain a visible calendar of learning events to boost awareness and co-learning.
- **Feedback Cycle:** Create a regular loop of practice, including 30-60-90, regular surveys, and templates.



# Investing in Development: Case Study

## Key Mentee Requests within the **Mentorship Program**:

- Structured knowledge and learning pathways
- Developing a strategic mindset
- Enhancing project management and control
- Opportunities for upskilling and certification
- Support for career growth and advancement



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# Investing in Development: Case Study

**PMI-CPMAI Cohort** - a community-driven study group focused on practical AI case studies, peer experience sharing, and mutual support

- Cadence: Bi-weekly online sync-ups for discussion
- Peer-to-Peer Power: Structured learning + community support

**91% Success Rate:** 10 out of 11 participants of first Cohort successfully passed the certification exam in 2025



# Deposits of Appreciation: Benefits Jar

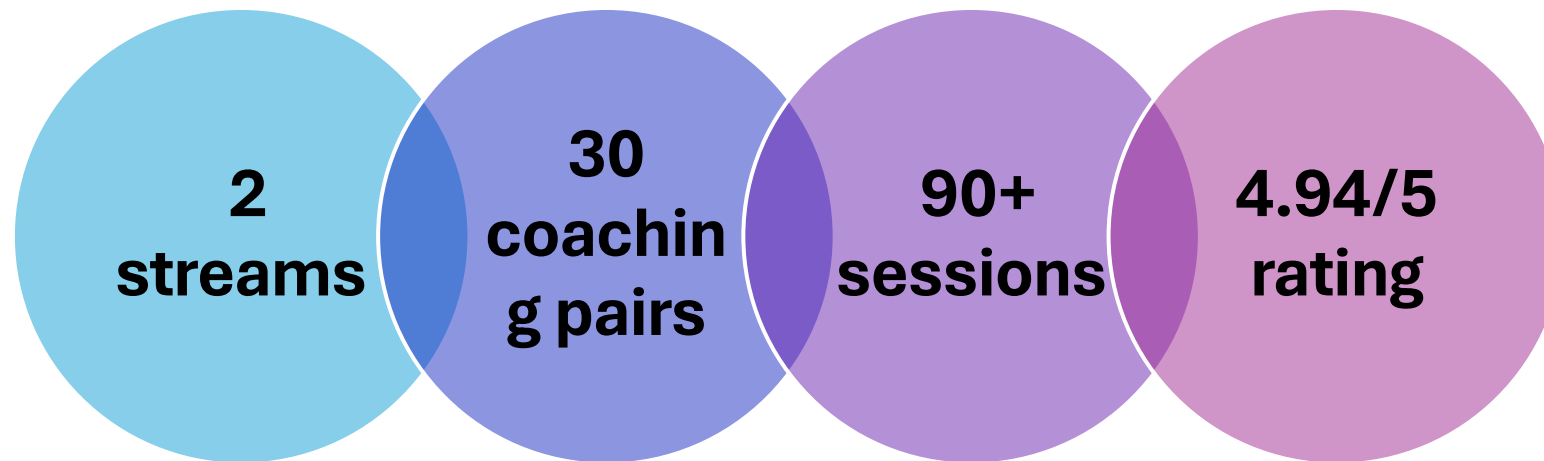
- Partner Perks: exclusive discounts and offers
- Recognition: Awards, certificates, badges, and PDUs,
- Chapter as a Platform for ideas comes true
- Help to Strengthen Volunteers Personal brand
- Shape local project management
- Connect with project management professionals
- Mentoring, coaching, and trainings opportunities
- A safe environment to try new things, make mistakes, and learn from them



# Deposits of Appreciation: Case Study

Use the benefits of **coaching** to empower volunteers to think deeper, solve problems confidently, and take ownership of their growth. It strengthens capability, connection, and long-term engagement

- 10+ coaching sessions with **Spenser Horn**
- 80+ sessions with WPG Coaching Mastery Academy

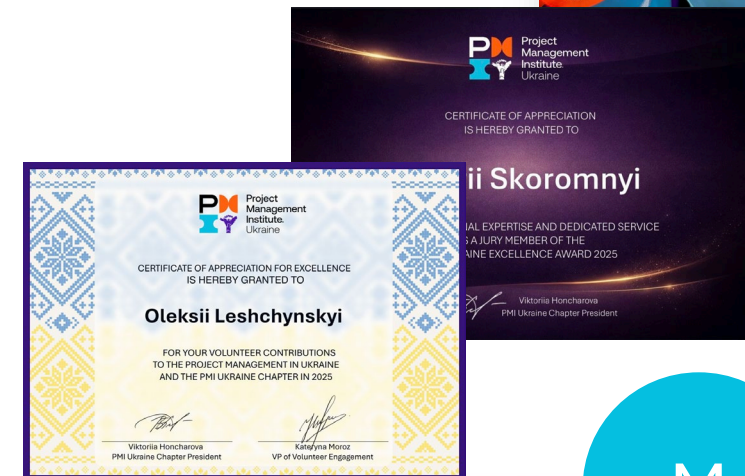


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# Deposits of Appreciation: Case Study

- Regularly express a simple, eco-friendly, and free **“Thank you”**
- Express gratitude for both actions and **character**
- **Publicly** celebrate even small achievements in meetings and team chats
- Highlight recognition through **badges, certificates and awards**



# Deposits of Appreciation: Interaction

## Compliment Circle

- Say a **compliment** to the colleague on your right
- Say a compliment to the colleague on your left
- Focus on “**Thank you for who you are**, not just what you did”



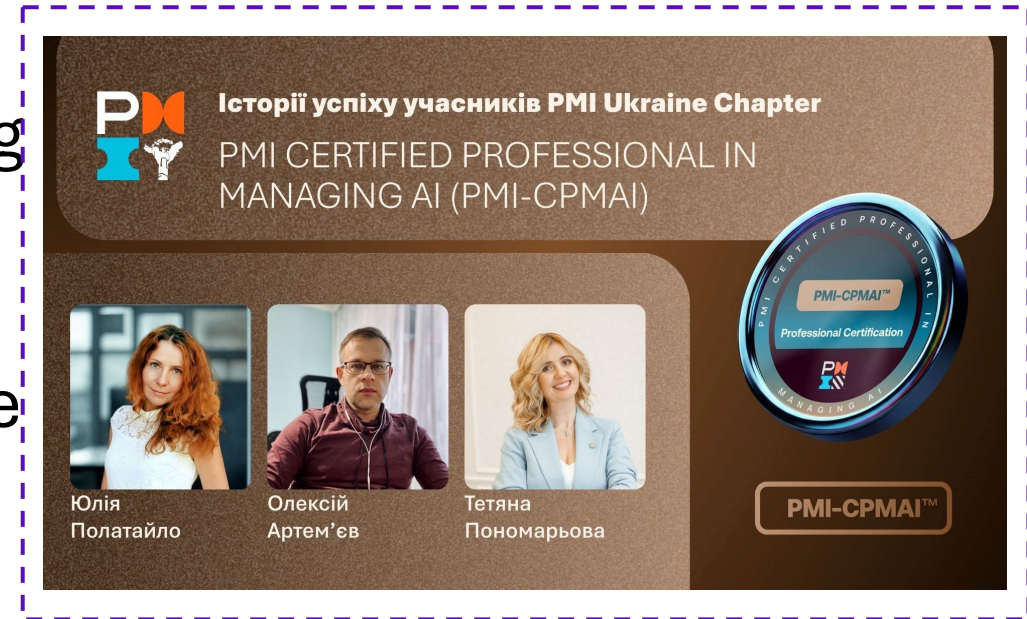
# Market Watch: Staying in Sync with Trends

We monitor industry trends to keep our community informed, inspired, and engaged.

- **Podcasts:** Curated PM-focused podcasts help members stay current on global practices and fresh ideas.
- **YouTube Streams:** Regular expert streams and event recordings provide accessible learning in a visual format.
- **Telegram Channels:** Topic-based and general channels share quick updates, insights, tools, and community news.
- **LinkedIn:** Following thought leaders, PMI updates, and partner pages keeps us connected to wider industry conversations.

# Market Watch: Case Study

- Launched a YouTube podcast series with **13 episodes**
- Covers popular certifications, including **PMI PMP** and **CPMAI**
- Shares real **experiences** and practical tips, showing certification is achievable
- **Valuable resource** for exam preparation
- **Strong viewership** and positive feedback



# Market Watch: Case Study

Shifting from private webinars to public **YouTube Live streaming**



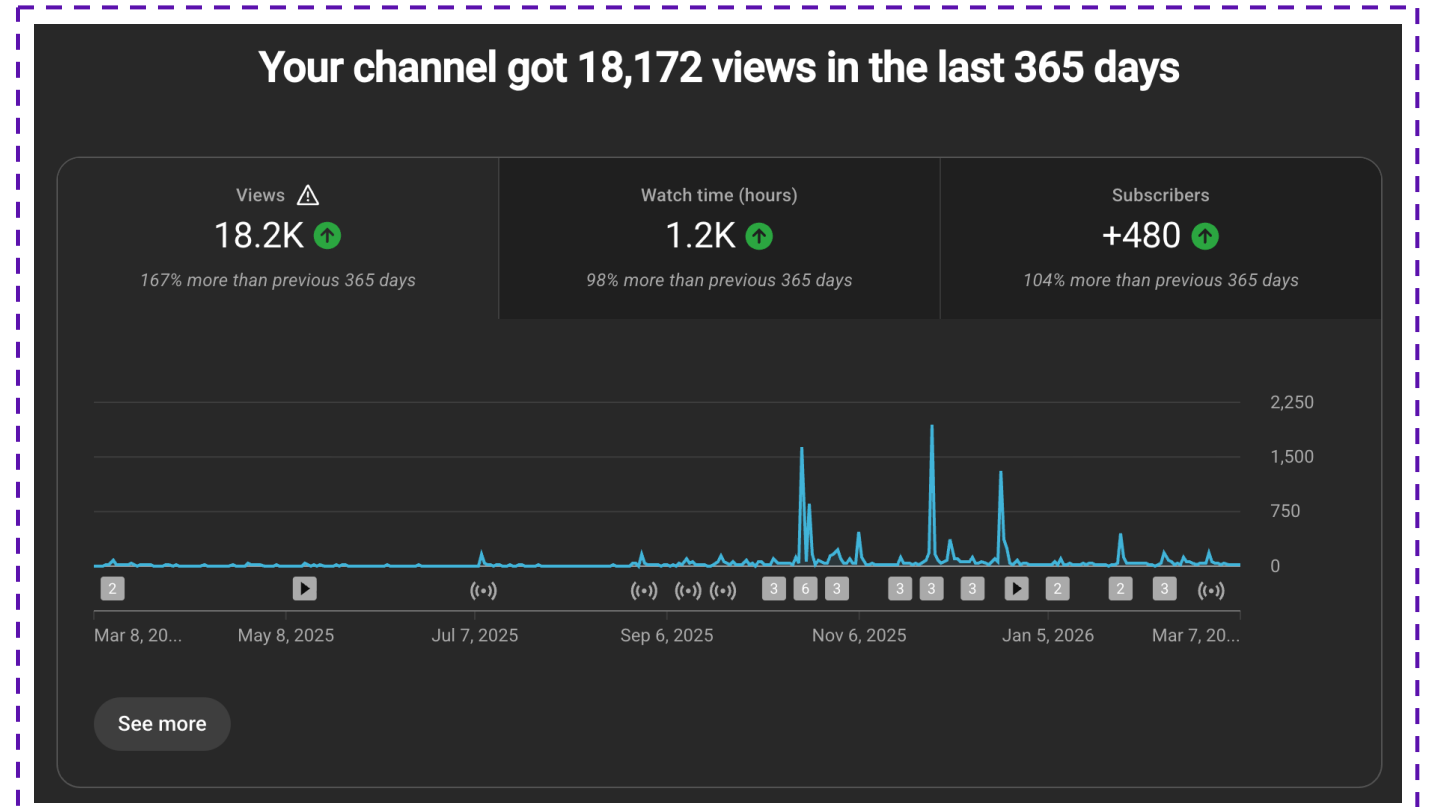
# Maximizing Returns with Zero-Cost Solutions

- Live Streams: YouTube
- Outreach and Content: LinkedIn / Facebook / Instagram
- Daily Community Engagement: WhatsApp/ Telegram
- Web Presence: Weblium, Google Sites
- Email marketing solution: SendPulse
- Operations: Google Suite, incl. Meets, Email, Drive, etc.
- Interaction: Miro, Slido, Mentimeter, Live chats



# Zero-cost solutions: You Tube Case Study

- **YouTube** became our primary platform for all events and learning activities
- We achieved a **2x growth** in both watch time and subscriber count over the past year



# Zero-cost solutions: Google Sites Case Study

- One shared link- everyone always sees the latest version
- Intuitive to update, simple to navigate
- Collaborative editing for volunteers
- Templates keep materials consistent
- Works on any device, no paid tools needed
- Easy access management

**Knowledge base for PMI Ukraine volunteers**

This internal knowledge base is designed to support active chapter volunteers in their daily work on initiatives. It provides access to lessons learned, useful templates, and guidelines to help effectively plan, manage, and complete projects. It is a space to share experiences, solve problems, and support each other in achieving the common goals of our community.

**Project initiation**

- Framework
- Project Charter
- PMI Registration
- My collaboration profile

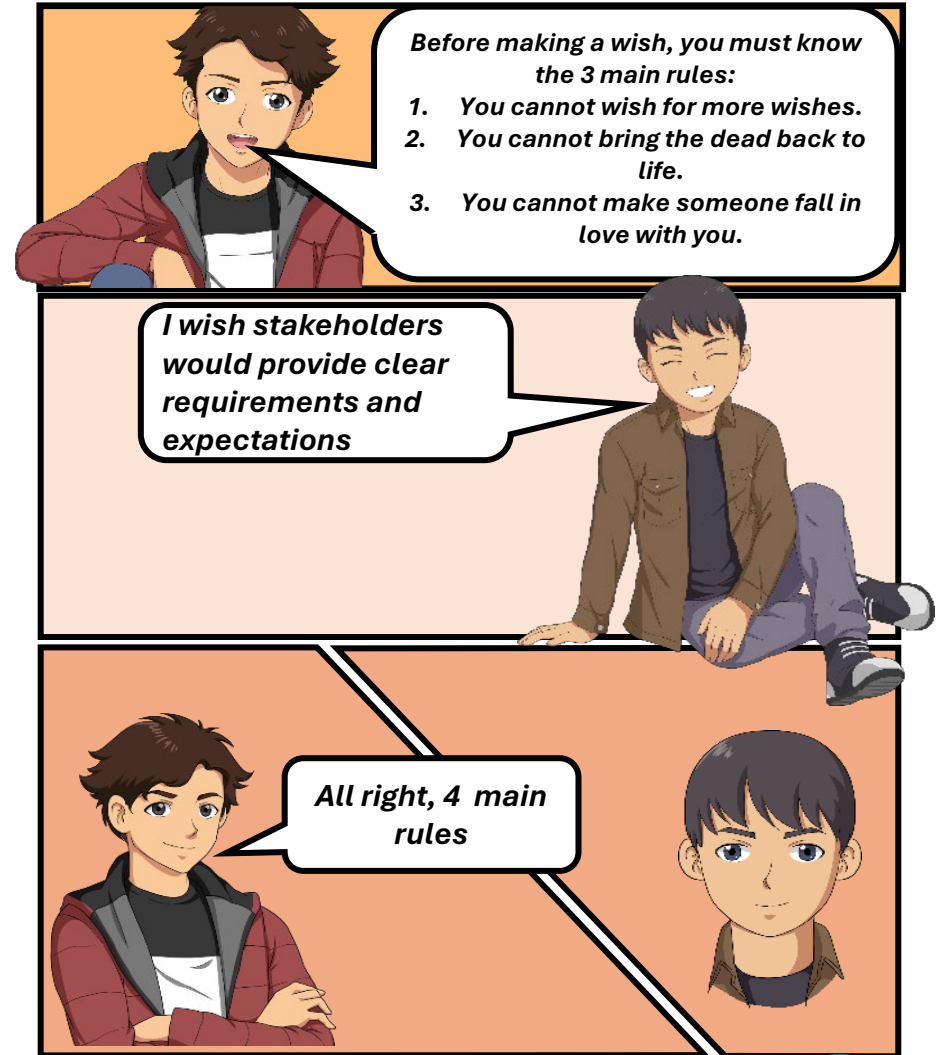
**Implementation**

- Team charter
- Risk register
- Project Assessment Checklist
- Feedback for a volunteer



# Humor Dividends

- Builds psychological **safety**
- Strengthens **connection** & trust
- Boosts **energy** & motivation
- Encourages **creativity** & collaboration
- Reduces stress & burnout



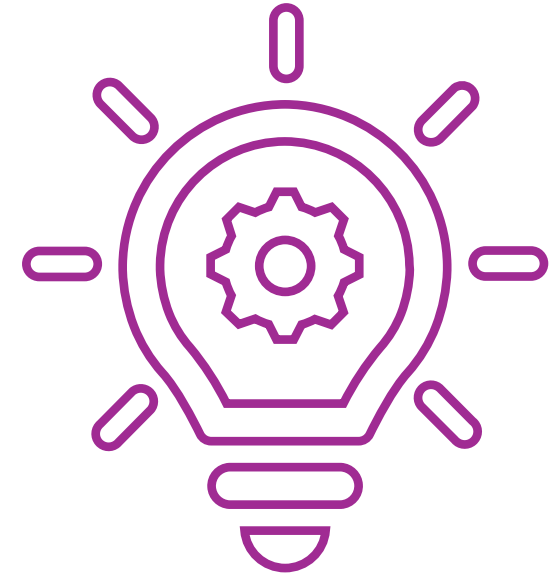
# Humor Dividends: Free Tools & Techniques

- Comics-style PowerPoint Templates
- Memes & Jokes
- Spinners & Dice Rollers
- Emoji & Custom Reactions
- Icebreaker Games
- Funny Virtual Backgrounds
- Polls and Quizzes like Kahoot, Mentimeter, Slido
- Proven, ready-to-use solutions like Miroverse and Parabol



# Lessons from the Ledger

1. Clear Communication Rules
2. Yearly Partner Budget Planning
3. Succession Planning & Business Continuity
4. Big Events Require Early Planning
5. Certificates & Recognition challenges



# Interest Earned

Key takeaways from the session:

Focus on  
Long-Term  
Value

Promote  
Common  
Good

Investing in  
Development

Reward  
contributions

Express  
Gratitude

Adapt to  
trends

Utilize Zero-  
cost solutions

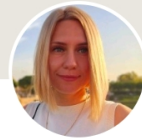
Leverage  
Humor

Draw insights  
from our  
experiences



# Thank you!

## *Let's continue the conversation!*



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# Thank You!

*Questions?*

