



Europe Leadership Institute Meeting 2026



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Regional Head of Community –
Europe, PMI

Key Takeaways & Lessons Learned

MORE, Together

PURPOSE:
Why We Exist

We maximize project success to elevate our world

STRATEGY: What We Do to Deliver

WHERE
We Play

Community Generated
Knowledge Platforms
& Resources

Career Long
Learning
& Development

Most Trusted
“Gold Standard”
Professional Certifications

WHO
We Serve

Current and aspiring project professionals

HOW
We Operate

FOCUS ON THE PROFESSION

Leading Authority for Project Success

PMIxAI

Employers’ Support and Advocacy

Unique and Enhanced Membership Value

Expanded Awareness

ACTIVATION MODEL

Innovate

70 / 20 / 10
Resource Allocation

Expand Globally

Leverage growth of PMP, U.S. and China
to support global expansion

Amplify

Across the PMI flywheel

**INTERNAL
CAPABILITY BUILDING**

Data Driven Decision Making

Scalable Product Development

Sustainable Chapters and
Volunteer Support System

Unified Digital Experience

Marketing Effectiveness

CULTURE:
How We Behave

Make it Easy

Aim Higher

Be Welcoming

Embrace Curiosity

Together We Can

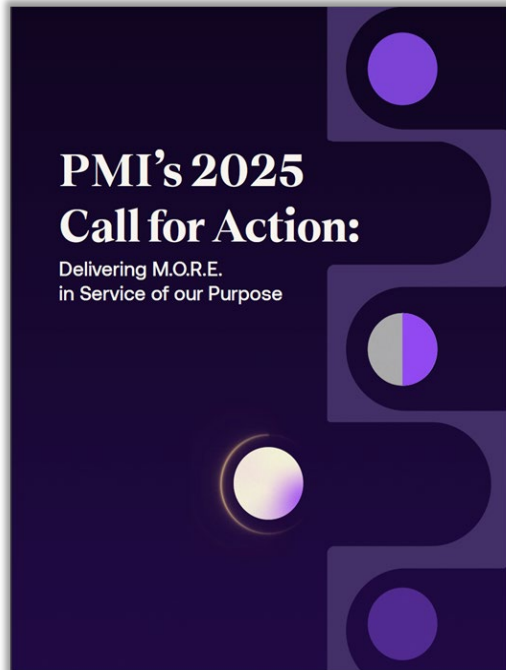
PMI Europe 2026 Priorities

**Increase Brand
Awareness**

**PMI Community
Impact &
Membership
Value**

**Grow Market
Presence of Core
Products**

M.O.R.E. is a call to action for all project professionals to shift from project management success to project success.



M

Manage Perceptions: Project Success happens when stakeholders understand that the project's outputs provide sufficient value relative to the perceived investment of resources.

O

Ownership: Project managers accept ownership of the entire breadth of a project, moving beyond literal mandates and executing on requirements.

R

Relentlessly Reassess Project Parameters: Project professionals need to recognize the reality of inevitable and ongoing change reassess the perception of value and adjust plans.

E

Expand Perspective: Consider the broader picture and how the project fits within the larger business, goals or objectives of the enterprise, and ultimately, our world.

Project Success = Delivered value that was worth the effort and expense

Content & Innovation Platforms



How Chapters Can Accelerate the Flywheel

Adoption

Increase use of PMI resources, concepts, methods, products

Contribution

Create content and experiences, increase volunteering

Advocacy

Increase awareness, build relationships with corporations, governments, academic institutions

Retention

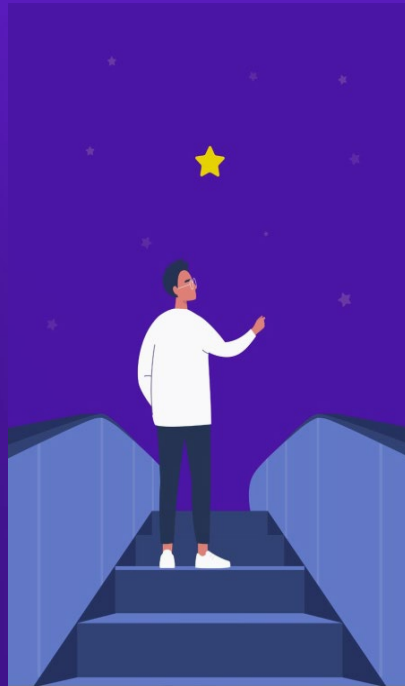
Increase membership retention rate

Thank YOU for Living Our Values!!

Make It Easy



Aim Higher



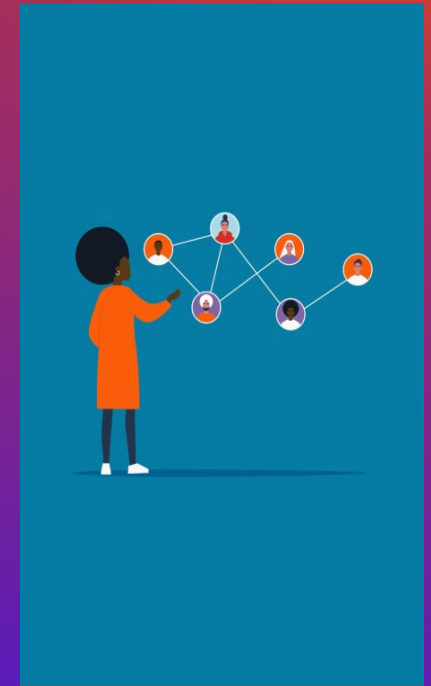
Be Welcoming



Embrace Curiosity



Together We Can



**Raise Your Hand and Engage
with Every Prompt!**

Raise Your Hand and Engage with Every Prompt!

Discussed new joint initiative opportunities
with another chapter
#TogetherWeCan

Raise Your Hand and Engage with Every Prompt!

Can explain M.O.R.E.
#AimHigher

Raise Your Hand and Engage with Every Prompt!

**Talked to Student Club Leaders
#BeWelcoming**

Raise Your Hand and Engage with Every Prompt!

Offered help to someone through sharing
best practices or lessons learned
#MakeItEasy

Raise Your Hand and Engage with Every Prompt!

Learned new words in Portuguese
#EmbraceCuriosity

Raise Your Hand and Engage with Every Prompt!

Took a picture with PMI Board of Directors

Raise Your Hand and Engage with Every Prompt!

**Participated in LIM Eurovision Song Contest
Yesterday.**

Chapter Leaders

Congress Center

Team
Speakers

PMI Europe Team

Region Mentors

LIM Team

Board of Directors

Global Volunteers

Events Team

THANK YOU

Marketing Team

Portugal Chapter Volunteers

CIP Champions &
Ambassadors

Executive Leadership Team

Chapter Student Clubs