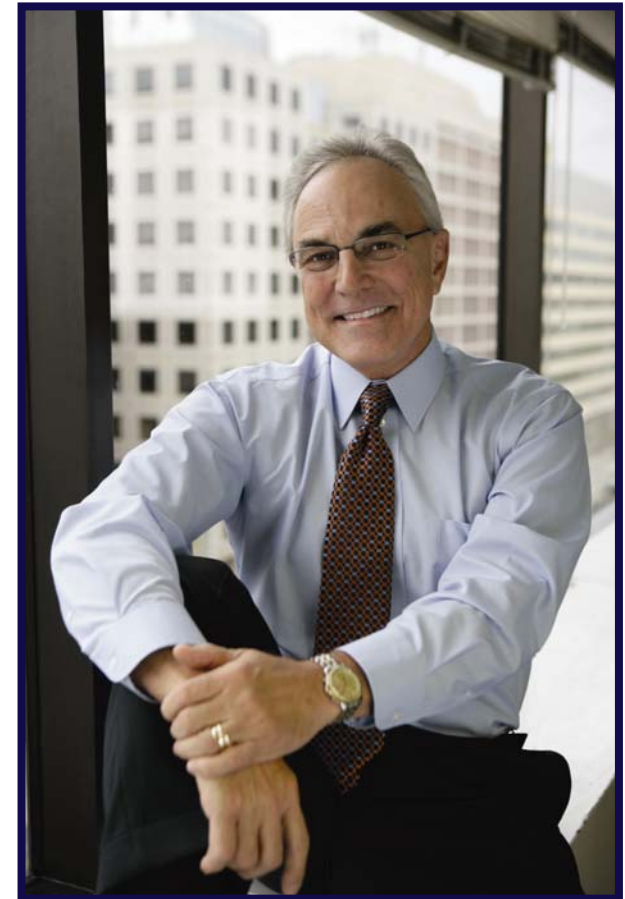


# Project Management A Sustainable Profession?

**Gregory Balestrero**  
President and CEO, PMI

# Gregory Balestrero

- **Gregory Balestrero**
  - Chief Executive Officer of Project Management Institute
  - Gregory Balestrero brings more than 20 years' experience in executive-level association experience to Project Management Institute (PMI). An industrial engineer by training, Balestrero has extensive experience overseeing administrative, financial and internal affairs for professional associations.



# Defining the Sustainability of a Profession

- **Recognition of our achievements**
  - International Project Management Day
  - Robust legacy
  - Significant contributions
- **Celebrations are a recognition of the past**
  - Retrospective
  - Enjoyable
  - Fleeting luxury
- **Our focus ...our worry... is professional sustainability**
  - Our ability to contribute real value to the organizations we serve
  - To face the dynamics of business, government and the environment
  - To exercise meaningful leadership
  - In a rapidly changing environment

So what is the real issue here?

**It is easy to take credit for our legacy**

**But it takes hard work and  
leadership to sustain our  
profession**

**For all of us!**

# What will affect our sustainability going forward?

- **Clear contribution of definable value to organizational sustainability**
- **innovative, adaptive thinking in a complex, changing environment**
- **Robust supply of competent professionals...continuity in leadership**
- **Personal ability to initiate change, to lead...not just manage**

# How do we contribute to Organizational Sustainability?



- **Sustainability?**
- **Does Organizational = Global?**

# The Emerging Context of Organizational Sustainability

- **Dealing in a world of constraints and limited resources**
- **Rush of future horizons**
  - Renewable energy
  - Food stuffs
  - Drinking water/watershed management
  - An educated, healthy workforce
- **Answer: Integrated solutions**
- **Varies throughout the globe**

# Corporate Role in Achieving Global Sustainability

- **Organizational legacy has been corporate philanthropy**
  - Contributions, foundations (*Bill and Melinda Gates Foundation*)
  - Human and technology contributions (*Eriksson*)
- **No longer an option**
  - Global supply chain...product and intellect
  - Situational impact
- **Requires new approaches and business models**
  - *Coca Cola Company*
  - *BMW AG*
  - *Nokia*

# PMI and Dramatic Change: Taking Responsibility for Organizational Success

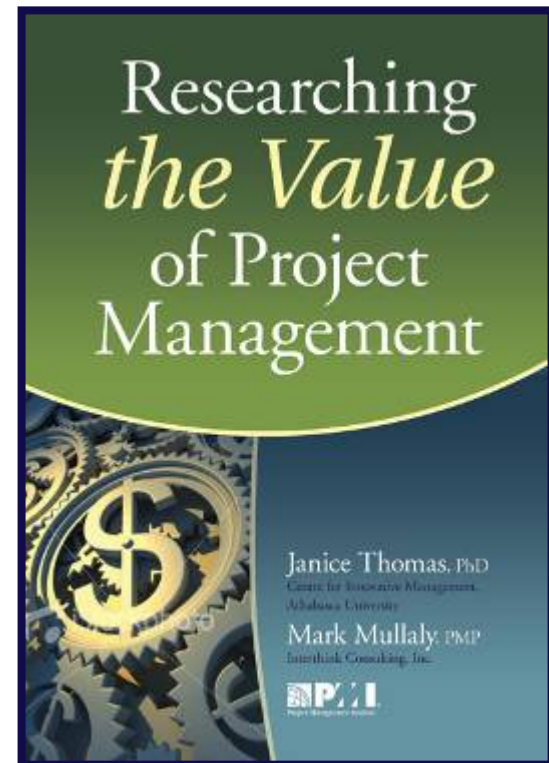
**“In Responding to organizational stakeholders, PMI shall support organizations to create an environment that enables project management to accelerate the implementation of strategy and achievement of the organizations’ objectives”**

# PMI and Dramatic Change: Taking Responsibility for Sustainability

- **PMI Code of Ethics & Professional Conduct:**
  - “As practitioners in the global project management community... we make decisions and take actions based on the best interests of society, public safety, and the environment.”
- **PMI Strategic Principle**
  - ‘PMI shall take actions and make decisions in a socially and environmentally responsible way’.

# Contributing Value Toward A Sustainable Profession: Meaningful Results

- **Realization of strategy**
- **Innovative and creative governance**
- **Schedule compression**
- **Product innovation**
- **Crystal clear relationship between Risk and Project Constraints**



# Building a Sustainable Profession: the Critical Skills

- **Realization of Innovation Strategy: Portfolio Management**
  - Philips Electronics: Revenues from New products
  - Hewlett Packard: Capability audit and technology spinoffs
  - Boeing Aircraft Corp: Renewal of the 747
- **Innovative Governance**
  - Dubai World: Largest Airport in the world
  - Aramco: Gas and Oil Separation Plant
- **Relationship between Risk, Uncertainty, and Project Constraints**
  - U.S. Department of Energy: Nuclear waste environmental clean up
  - Coca Cola and production in India

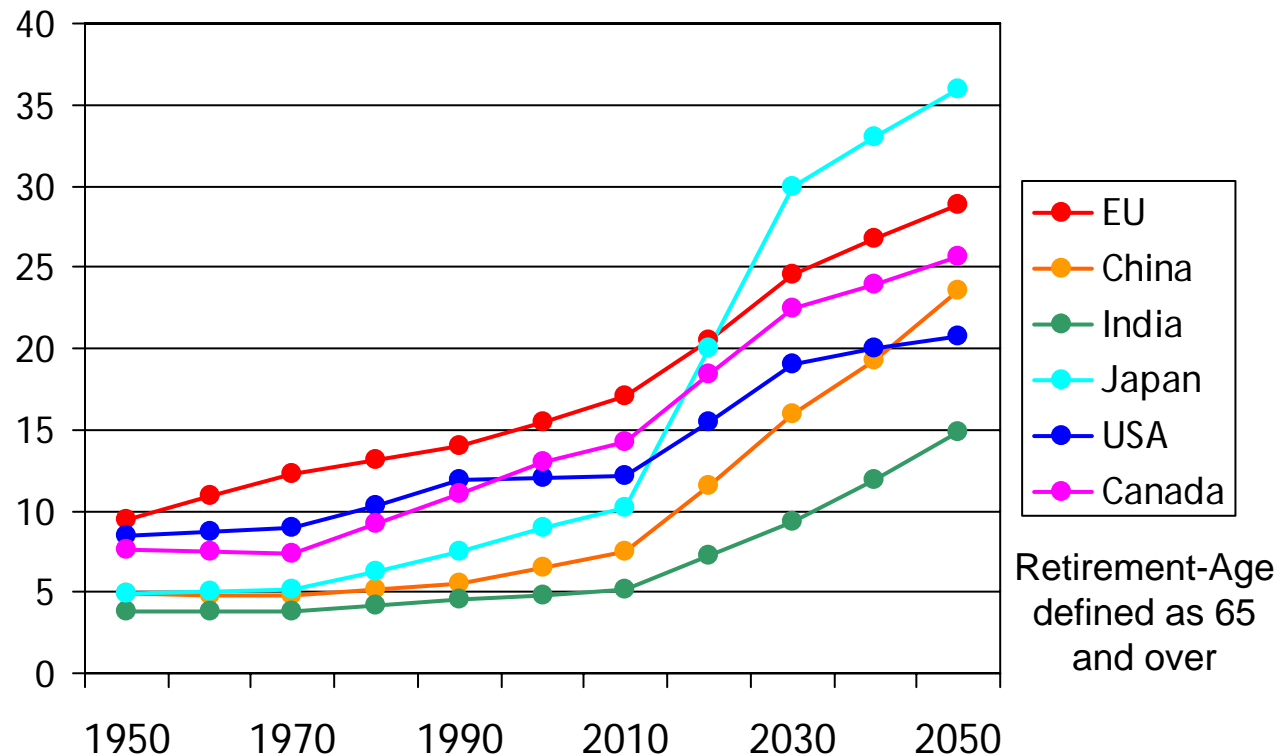
# A Critical Gap: Experience, Qualified Professionals



# Demographic Challenge

## Retirement-Age Populations in Major Countries (%)

UN Population Division, *World Population Prospects: 2004*



# Economic Impact

- **Global Projectized Industry GDP will increase by \$4.5 trillion by 2016**
  - Total impact will be over \$20 Trillion
  - \$1.2 Trillion due to China
  - <\$1 Trillion due to US
- **Of the \$4.5 Trillion**
  - Nearly \$200 Billion is at risk from PM skills shortages
  - Represents 1.7% of 2016 GDP of projectized industries in these countries

# What Do We Need to Do as a Profession?

- **Bring together organizations and academe to stimulate increased new models of education**
- **Expose and promote the economic impact of PM**
- **Promote career path modeling to include mentoring and coaching**
- **Promote experiential-based education throughout the career path**
- **Mind the gap....and close it!**

# Looking Ahead to Professional Sustainability

***“We’re the generation who can’t afford to wait; the future started yesterday; we’re already late.”***

***“I searched for the leader, but the leader was me.***

***“Be the change you want to see”***

***IF YOU’RE OUT THERE*** ; John Legend

# International Project Management Day – 2008



**Worldwide, Organizations will embrace, value and utilize project management...and attribute their success to it?**

**[www.pmi.org](http://www.pmi.org)**

# Questions and discussion...

