

Project Management Institute (PMI) Digital Connectivity Global Engagement and Regions

STRATEGIC OBJECTIVES & SCOPE

Our “digital first” objectives comprised:

- 1. Provide opportunities for professionals** to earn professional development units (PDUs) virtually and for certification holders to broaden their perspectives on project management and connect with a global community.
- 2. Enhance regionalization efforts through strategic digital transformation.** Our new regional hub-and-spoke operating model combines centralized systems and data with regional insight teams to enhance our global reach and local impact.
- 3. Quickly and efficiently move to an online certification program.** Our digital transformation, already in progress prior to the pandemic, accelerated rapidly to meet the needs of our stakeholders, who wanted (and deserved) the ability to continue their professional development through certifications.
- 4. Adapt events to a virtual setting,** resulting in a successful Virtual Experience Series (VES). Adapt in-person events to an online setting, creating a series of award-winning virtual events — Virtual Experience Series (VES) — that allow for growth and networking from anywhere in the world, something that wasn't possible before March of 2020.
- 5. Accelerate online offerings:** The evolution of the New Work Ecosystem Resource Hub is a direct reflection of how our digital transformation efforts have impacted the ways professionals interact with resources available on PMI.org, mentors who can guide them through their professional journey, and peers they can learn from as they grow.

SIZE OF THE CHALLENGE



PMI has a vast global footprint, with **300 chapters located in 80 countries across 13 markets around the world.**

Our efforts impacted more than 2.9 million professionals and 1.6 million PMP certification holders worldwide — providing real solutions amidst change and uncertainty and allowing for a more connected community spanning time zones and industries.

EXECUTIVE SUMMARY

Founded in 1969, Project Management Institute has grown in global prominence as the world's leading professional association for project managers. We have been especially well-known for our leading certification offerings, like the Project Management Professional (PMP)® certification. Over the years, however, we have continued to adapt to changes in the marketplace, including adding new products and offerings to ensure relevance for professionals who face an increasingly wide range of complex project challenges in an environment of continuous change.

2020 offered unique challenges to our enterprise in adapting to a global crisis, continuing a complex transformation effort, and delivering value in new ways to stakeholders around the globe. We accelerated the pace of transformation, putting in place a new regional organizational structure to better serve global stakeholders. We also accelerated existing efforts to thrive in a “digital first” environment – from rolling out new online offerings for project practitioners spending more time at home to converting live events to engaging virtual experiences.

Additionally, we are seeing new dynamism across PMI as our eight regional managers engage more closely with our chapters and stakeholder communities around the world — which has been enhanced by our focus on digital transformation efforts.

IMPACT & RESULTS

8.5%

Total PMI membership grew to **652,000**, an **8.5 percent increase** from the previous year.



We administered more than **80,000 online-proctored PMP exams.**



We offered certification holders more than **557,000 free PDUs** to help them continue their professional development journey from home or while coping with the economic slowdown.



We saw more than **175,000 enrollments** in digital course offerings between April and October 2020 alone.



“ In 2020, I'm proud that PMI was able to deliver the products, services and offerings that enabled individuals to continue their career journey during unprecedented disruption and uncertainty in the world due to the Covid-19 pandemic. We delivered no-cost online courses to more than 150,000 individuals, enabled thousands of candidates to sit for the PMP exam on our new online proctored testing platform and launched a series of virtual events that brought high quality content, speakers, and thought leadership to tens of thousands of people around the globe. All of this was made possible by our passionate and dedicated global community of staff, volunteers and organization partners working together to make an impact.

– Mike DePrisco, PMI Chief Operating Officer

“ The MENA economy has demonstrated extraordinary resilience over the course of the pandemic, rebounding from the crash in oil prices in March 2020 and seeing gradual and sustained recovery. Because of the numerous challenges our region has faced, professionals have been forced to rethink their approach to business, with a focus on digital transformation for seamless transitions and sound decision-making. As we look ahead to 2021, PMI is committed to enhancing opportunity and business agility through digital transformation MENA and around the world, reinforcing our commitment to delivering value where it is needed most.

– Grace Najjar, PMI Managing Director, MENA

WHERE DO WE GO FROM HERE?

As we look ahead to 2022, we aim to build on the groundwork we laid in 2020 and improved upon in 2021, to deepen relationships with stakeholders, and to provide the tools and resources necessary to enhance their impact in an evolving, digitally transforming world.

Mastering new ways of working to apply the right techniques at the right time will drive continuous transformation, so as we look to our future in a digitally transformed world, whether we're preparing for the next major disruption or building upon our momentum over the past few years, we recognize the importance of putting strategic plans in place to enhance the likelihood of positive, meaningful long-term effects for the world at large.