**2014 – What is Ahead for PMI Sydney Value and Growth!**

*By Ha Nguyen, PMI Sydney Chapter, Value and Growth Director*

PMI Sydney Chapter is embracing a new beginning this year ensuring we keep the operations running as well as a focus on strategy. The Value and Growth portfolio is a newly established portfolio focusing on strategic initiatives to deliver value to members and grow our membership.

I am so thrilled at the opportunity to work on this exciting portfolio with 2 Associate Directors, Mohammed Mansoor and Chandra Bapat, both have extensive experience in Program and Project Management, certification and the passion to add value and serve our members.

After a brainstorming session and analysis with the team we have developed a strategy for the portfolio, identified several initiatives and developed a two-year roadmap for the Chapter.

Initiatives planned for this year include Member Insights and Data, Member Value Framework, Member Retention, Broader Certification Class offerings, Career Development and Job Placement support. In this newsletter, we will talk about initiatives in H12014 and will cover the remaining ones later in the year.

**Member Insights and Data, Member Value Framework and New Member Experience – ‘Project Capstone’**

We are launching an exciting project in partnership with Sydney University that will provide a unique learning opportunity to students, deliver insights and results and at the same time, benefiting project team members, PMI SC members and the PMI Sydney chapter – It is the “Win – Win – Win” opportunity!



The project outcomes will be delivered in two phases:

By the end of the first phase of the project, the team will deliver insights on membership base and growth opportunities plus Value stream mapping from members’ perspective.

In the second and concluding phase, the project team will use the results from first phase and develop, a member value framework and a ‘welcome program’ for new members.

**Broader certification training offerings**

To complement the popular CAPM/PMP preparation workshops offered by our Chapter, we are planning to pilot preparation classes for Program Management Professional - PgMP and Agile Certified Practitioners, PMI ACP, as they are the certifications of the future, assisting members in career growth and knowledge enhancement. Content is being developed and we are planning to conduct these pilot workshops in Q3.

We have also started to explore Virtual CAPM/PMP preparation class offerings, leveraging the NZ Chapter experience to reach out to regional members across NSW.

An exciting year ahead for the Value and Growth portfolio! Watch this space.

If you are interested in participating in any of these initiatives, we would like to hear from you. Please feel free to share your ideas with us by emailing [valueandgrowth@pmisydney.org](mailto:valueandgrowth@pmisydney.org).