

October 14, 2025

Project Management Driving Social Impact

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Agenda

- PMWB Overview
- Project Management for Social Impact?
- Impact with PMWB
- Tools for Social Impact
- How to Get Involved
- Q&A



PMWB Overview

Delivering Project on Purpose

Mission

- Project Managers Without Borders partners volunteer project managers around the world with extraordinary nonprofits and NGOs to move missions forward

As Part of PMI:

- Global and Local Projects, delivered through individuals and chapters, respectively



PMIEF and PMWB Serve as Anchors for Social Impact Programs

While social impact is embedded in everything we do, these two programs ensure focused delivery.

Cultivating a vast ecosystem dedicated to raising project success, the key outcome of PMI's work.

We maximize project success
to elevate our world.

PROGRAM TO EDUCATE & INSPIRE



PMI Educational Foundation:
Enabling youth to realize their potential and transform lives through project management.

Commitment to elevating our collective consciousness, holding ourselves accountable, delivering more responsibly.

EDUCATION & TRAINING TO DELIVER RESPONSIBLY...

Serving a passionate community, to build and deploy their skills to create a better world.

...AND SCALE THAT IMPACT THROUGH THE PMI ECOSYSTEM

PROGRAM TO EMPOWER & SCALE



PMWB partners Project Managers with non-profit organizations to effect change and empower communities worldwide.

Social Impact vs. Social Good

Defining your impact

Social Impact at PMI specifically means leveraging project management to empower individuals and transform communities. This may include:

- Skill-based volunteering applying professional PM expertise
- Sustainable capacity building within non-profits
- Youth education in project management
- Creating systemic, long-term improvement

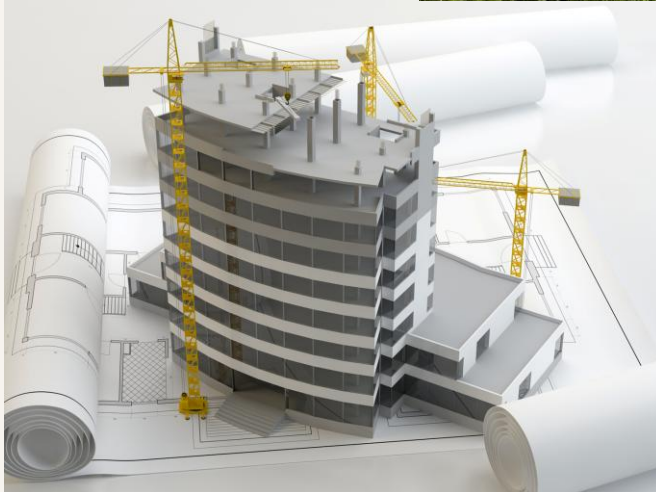
While traditional volunteer activities contribute to social good, the PMI focus for social impact is specifically on leveraging the unique professional skills of its members through social impact volunteering to create deeper, systemic improvements within non-profit organizations.

Social Good refers to general actions that benefit society, like beach clean-ups or food drives.

- Traditional, hands-on volunteering
- Short-term direct service
- Addressing immediate needs

Project Management for Social Impact?

Implement Change Through Projects



Effective Humanitarian Work



Passionate people in a position to make a difference in their fields are more effective when project management concepts are applied



We Could Provide:

- Money
- Things (e.g. clothing, computers, supplies, food)
- Lodging
- Labor
- OR -

Expertise, for greater, *continuing impact!*



Nonprofits are Built to Serve

However...

- Most lack resources and experience in project management
- They have the passion, the ideas, the mission—but not always the process, the tools, or the time.



The World Needs More Nonprofits/NGOs to Succeed in Their Missions

Nonprofits and NGOs are willing to take on the challenge, but need support and expertise to succeed

We are living in a time of unprecedented change and unrest

- At a global and local level

The UN has set targets for the change we need to see, and the world is behind...

Nonprofits and NGOs are working tirelessly to solve these challenges.

Yet they often don't have access to the expertise and tools they need to solve big challenges at scale.

Only 17% UN SDGs are on track for 2030



We don't just manage
projects. We help our
communities

Because the world
needs more good ideas
to succeed

We make impact
possible



Impact with PMWB

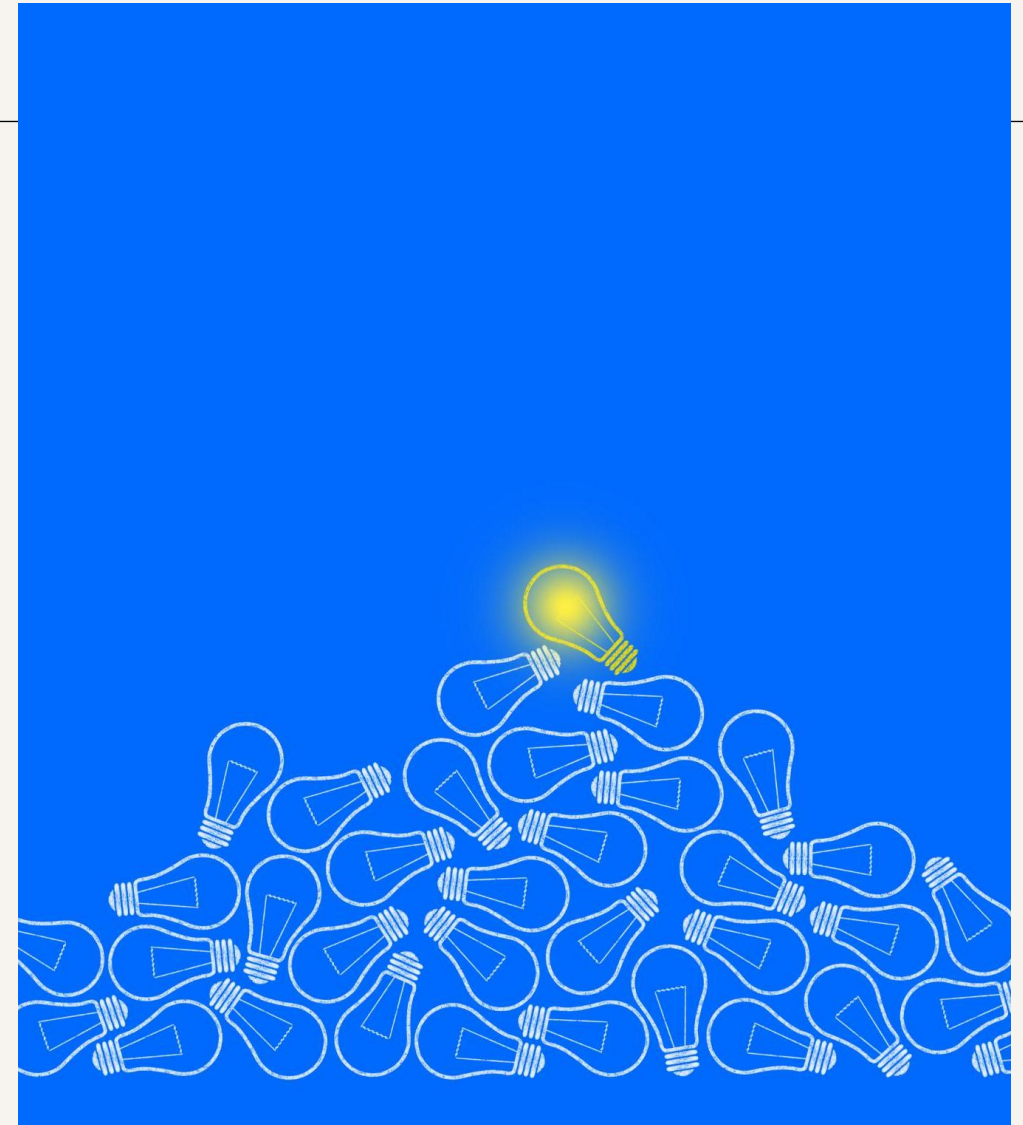
Project Management is the Light that Illuminates Purposeful Action

Clarity and Structure

- Project management brings clarity and structure to converting mission passion into actionable and organized plans

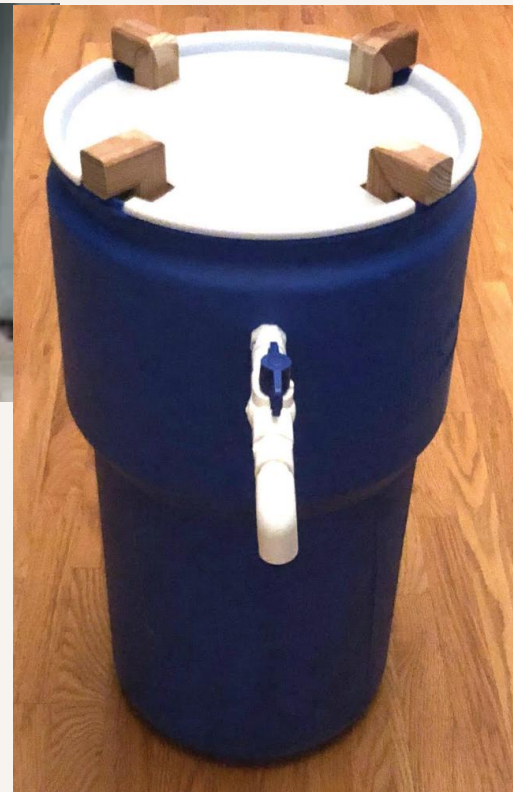
Prioritization and Alignment

- It helps organizations prioritize tasks and align resources effectively to maximize overall impact



Larger Project Example: WaterRico

- Proof of concept of a new approach to provide clean water
- Key project management concepts used and shared: risk management, stakeholder involvement, communication plan, etc.
- All materials available on the island, plans are simple and in Spanish



Shining the Light on Outcomes

Maria Laura Gonzales, Mexico City Chapter



Tools for Social Impact

Measuring and Continuing Impact

Measure Impact of:

- Organization
- Organization's project
- Your project management assistance
- Combination

Examples:

- Progress against mission
- Project alignment with mission
- Project continuing impact
- Critical relevant metrics



Highlighting Hidden Needs, Risks and Resource Constraints

Maturity Assessment

- Determine area(s) of greatest need from a project management perspective, then address those together

Early Risk Identification

- Structured processes enable early detection of potential risks, preventing surprises and delays in projects

Resource Prioritization

- Aligning limited resources to critical priorities ensures efficient use and better project outcomes



Revealing True Stakeholder Needs Through Structured Engagement

Systematic Stakeholder Engagement

- Structured engagement helps gather accurate insights from stakeholders, addressing genuine community needs

Alignment with Mission Goals

- Engagement ensures projects stay aligned with organizational mission and stakeholder expectations



RACI Matrices to Define Responsibility and Accountability

Clarifying Responsibilities

- RACI matrices specify who is responsible for executing each task to ensure clear accountability

Ensuring Accountability

- The matrix identifies who is accountable for decisions and outcomes, preventing overlaps and gaps

Facilitating Communication

- RACI defines who should be consulted and informed, improving stakeholder communication and feedback

RACI CHART

	Responsible	Accountable	Consulted	Informed
Task 1	R	A	C	I
Task 2	R	A	C	I
Task 3	R	A	C	I
Task 4	R	A	1	I

Establishing Timelines and Accountability

Setting Deadlines

- Establishing clear deadlines helps maintain discipline and drives progress toward project completion

Assigning Responsibilities

- Assigning specific roles ensures accountability and clarifies ownership of tasks within the team

Ensuring Timely Delivery

- Timely delivery of results is achieved through effective timeline management and team accountability



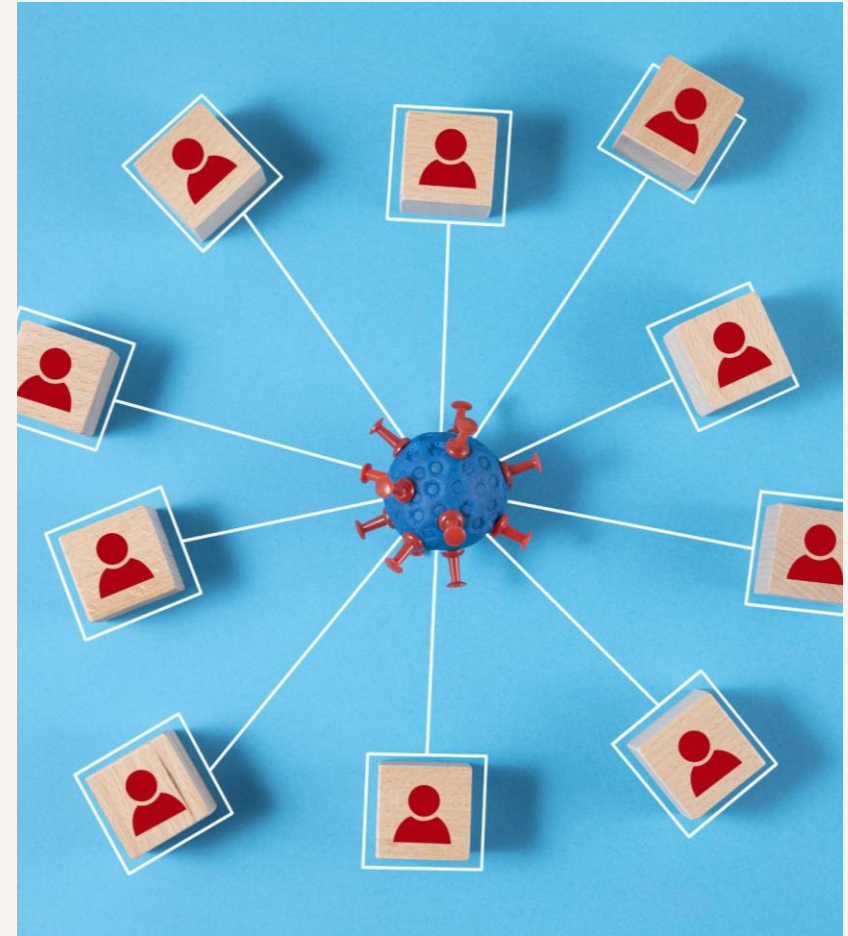
Making Invisible Impact Visible

Empowering Nonprofits

- We can help nonprofits showcase their achievements clearly to strengthen stakeholder relationships and donor confidence

Building Trust

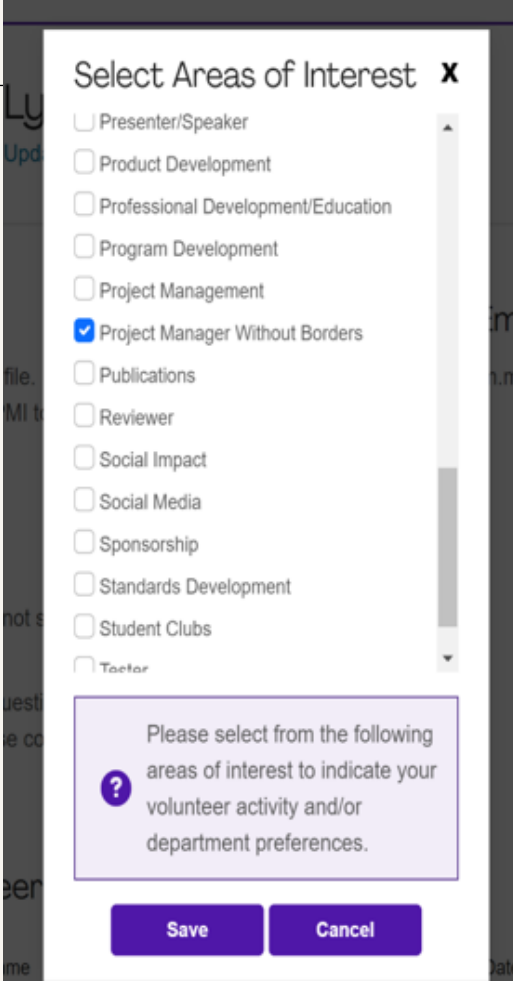
- Clear demonstration of results enhances trust and encourages ongoing support from communities and donors



How to Get Involved

Opportunities to Contribute: Volunteer

- PMWB with your Chapter
- Other professional associations (IEEE, Rotary, etc.)
- Schools, clubs, or religious organizations
- Hospitals, relief efforts
- Non-profits/ NGOs aligned with your interests
- Volunteer matching organizations (e.g. volunteer.org, PMWB Global project, etc.)



Select Areas of Interest x

- ☐ Presenter/Speaker
- ☐ Product Development
- ☐ Professional Development/Education
- ☐ Program Development
- ☐ Project Management
- ☒ Project Manager Without Borders
- ☐ Publications
- ☐ Reviewer
- ☐ Social Impact
- ☐ Social Media
- ☐ Sponsorship
- ☐ Standards Development
- ☐ Student Clubs
- ☐ Tester

Please select from the following areas of interest to indicate your volunteer activity and/or department preferences.

Save Cancel

Summary & Final Reflections

Value of Project Management Skills for Impact

- Applying project management makes organizations more efficient and effective.

Be The Change

- YOU have the skills and knowledge to illuminate the path to success for those who need it most. Choose to share them.

Be the Change



**We don't just manage projects.
We help our communities.**

**Because the world needs more good
ideas to succeed.**

We make impact possible.

We do Project with Purpose

Thank you

Project Managers Without Borders

PMWB@pmi.org

Questions and Answers

Resources

Social Impact

Social Impact: Tools & Resources

Resource	Purpose	Access	Category
PMWB On Demand Webinar	Overview for chapters to engage as a PMWB chapter and Projects on Purpose campaign	https://bcove.video/3FGlGpt	Project Managers Without Borders
PMWB Project Initiation Form	Complete every time your chapter will start a new PMWB Project.	https://wkf.ms/4mDw9vQ	Project Managers Without Borders
PMWB Impact Report	Complete at the close of each PMWB project.	https://wkf.ms/4eElhZX	Project Managers Without Borders
Marketing Portal	Guide that introduces the basics of project management and techniques to help develop these skills	https://projectmanagementinstitute.frontify.com/document/95?#/non-profit-engagement/pmwb-delivering-projects-on-purpose	Project Managers Without Borders Projects on Purpose
Nonprofit Guide	Guide designed to show how project management can support nonprofit work.	Request access to download guide, www.pmi.org/volunteer/project-managers-without-borders	Social Impact
Chapter Social Impact and Sustainability Coordinator	Confirm the current Social Impact contact name and preferred email.	https://wkf.ms/4ltSWc5	All PMI Social Impact Programs

Social Impact : Tools & Resources

Resource	Purpose	Access	Category
PMIEF Resources	Free Project Management resources available for use	Free Project Management Resources for Children PMI	PMI Educational Foundation
PMIEF Webinar (August 14)	Share updates on PMIEF's 35 th anniversary and refreshed Skills for Life	ProjectManagement.com - Live Webinars	PMI Educational Foundation
PMIEF On Demand Webinar	Case study for utilizing project management as a catalyst for transformation based on PMIEF's grant partnerships in Africa.	ProjectManagement.com - Empowering Africa's Youth: Utilizing Project Management as a Catalyst for Transformation	PMI Educational Foundation
Skills for Life	Guide that introduces the basics of project management and techniques to help develop these skills	Detail for a refreshed version of this resources coming soon!	PMI Educational Foundation
Social Impact Form (Always Open)	Form to share your chapter's Social Impact stories that are not PMWB projects.	https://wkf.ms/4kg0DSj	PMIEF or other non-PMWB Social Impact projects
Social Impact Coordinator Position Description	Overview of the expectations for chapter leaders serving as Social Impact Coordinator	Role Delineation Study – Available in the Chapter System	Social Impact
Social Impact Content and Innovation Platform	Content and innovation platform is a strategic, high-impact area where PMI is investing to build content and thought leadership, develop learning products and experiences, and grow engaged communities.	Drive Change through Social Impact Programs Making an Impact in Project Management PMWB PMI Educational Foundation PMIEF	Social Impact