

WELCOME TO THE SNEC-PMI STRATEGY WORKSHOP

slido



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**Wi-fi network:
hawknets-guest**

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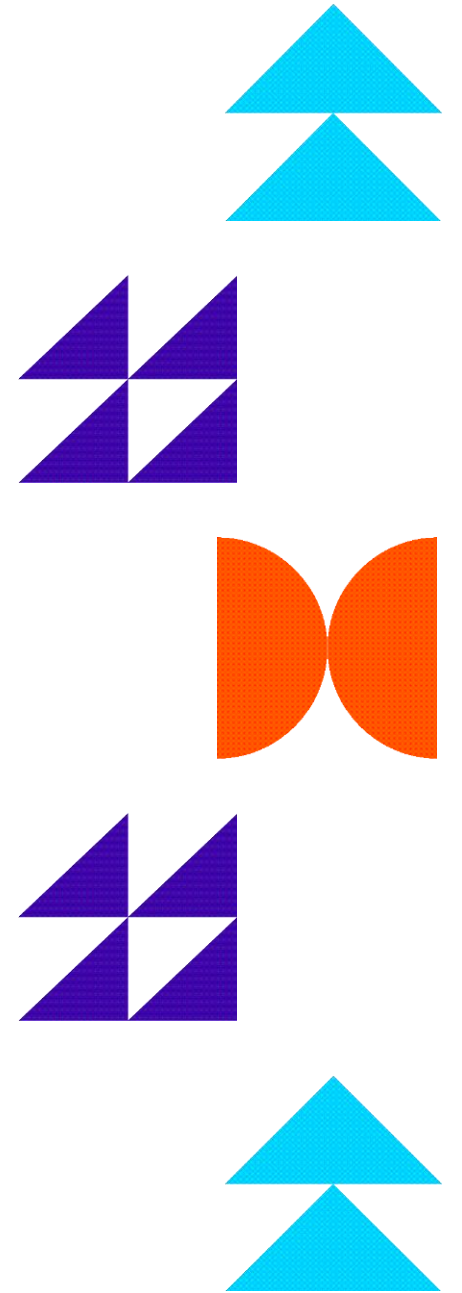
CREATING A CHAPTER WORTH CHOOSING

SNEC-PMI Strategic Planning Meeting

September 26, 2026



Project
Management
Institute.
Southern New England



AGENDA & SCHEDULE

Topic / Activity	Schedule
Problem statement and introductions	9:00 – 9:15
Introduction to new membership model	9:15 – 9:30
Approach and process	9:30 – 10:00
Break (15 mins)	10:00 – 10:15
Breakout into groups	10:15 – 12:15
Lunch break!	12:15 – 1:00
Discussion of gaps	1:00 – 2:15
Prioritize gaps	2:15 – 2:45
What happens next?	2:45 – 2:55
Close out and adjourn to Brewery	2:55 – 3:00



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PROBLEM STATEMENT

PMI's New Membership Model presents a significant growth opportunity.

- All PMI members will have to choose a chapter membership.
- PMI will identify / suggest SNEC as the chapter in this region.
- But people can still choose a different chapter.

***How can we make SNEC more attractive
to existing and new members?***

PROBLEM STATEMENT

To **attract and retain** members and volunteers, SNEC needs to:

- Thoroughly understand our value proposition.
- Identify what we implemented from last 2 year's definition and fine tuning of our value proposition.
- Articulate and Market the SNEC Value proposition to retain our current membership and attract member opportunities created by PMI's New Membership Model

INTRODUCTIONS

Board and Portfolio Leads

- **Darwyn Azzinaro**, President & CEO, Agilist
- **Greg Gregonis**, Vice President & COO, Corporate Outreach,
- **Jaidaa Tahoun**, Secretary
- **Rohit Sarde**, CFO
- **Mona Heredia**, Membership / Volunteers
- **Raphael Deh-Atheba**, Continuing Education / Special Events
- **Allan Ram**, Operations / Marketing
- **Deborah Ketai**, Programs
- **Elise Pié**, Director at large

Incoming Board Members

- **Kate Frank**
- **Dana McDonald**

NEW MEMBERSHIP MODEL

Presenters:

Toby Utermohlen: Chapter Engagement Specialist II,
Toby.Utermohlen@pmi.org, 484-880-5257, Philadelphia Region

Duncan Gallant, MBA, PMP Project Management Institute, Region 3 Mentor,
C: 506-451-5404, duncan.gallant@mentor.pmi.org

APPROACH:

VALUE PROPOSITION CANVAS

- Identify needs and desires of various stakeholder groups, based on:
 - What do they do every day?
 - What challenges do they face? What pain are they experiencing?
 - What are they trying to accomplish personally (e.g., get a job or promotion)? What gains are they achieving?
- Identify gaps—how SNEC can attract and retain members by helping them:
 - Achieve goals
 - Rise to their challenges
 - Relieve their pain



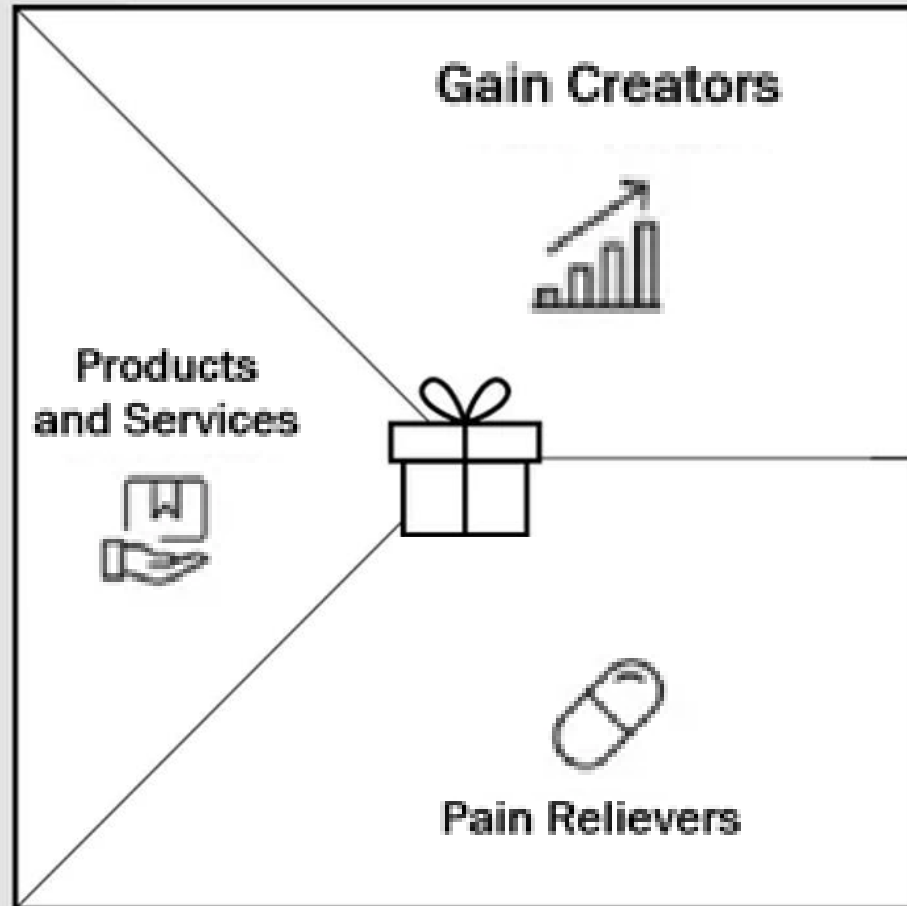
THE VALUE PROPOSITION CANVAS

The Value Proposition Canvas

Value Proposition:



Customer Segment:



Why use the Value Proposition Canvas?

- **Focused on our membership profile**

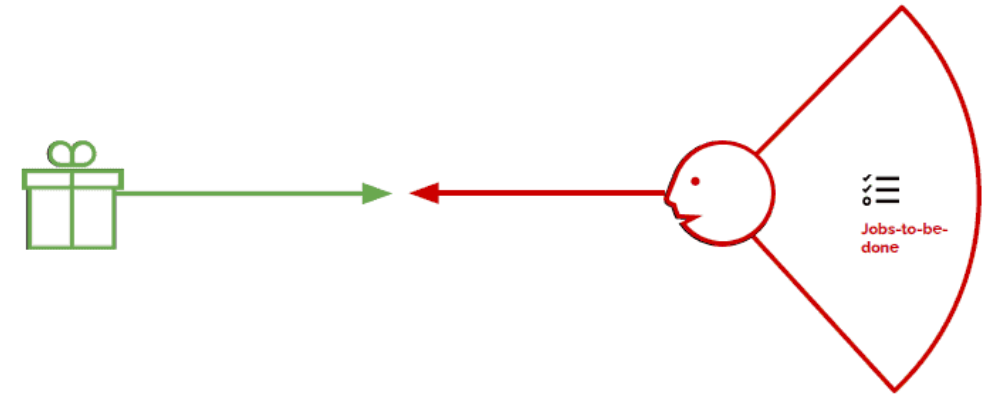
Identify the major jobs that large numbers of our members do, the pains they face when trying to accomplish them, and the gains they perceive from getting their jobs done.

- **Visualize the value SNEC-PMI creates**

Define our most important offerings in terms of how we relieve pain and create gains for our members.

- **Give our members what they want and articulate SNEC-PMI's value to prospective members**

MEMBER PERSONA: MEMBER JOBS



What the members in your persona are trying to accomplish: the tasks they're trying to perform, the problems they're trying to solve, and the needs they want to satisfy.

Consider:

Functional tasks

(daily tasks, problems at work, etc.)

Social tasks

(get a promotion, gain professional credibility, build or maintain their network, etc.)

Emotional tasks

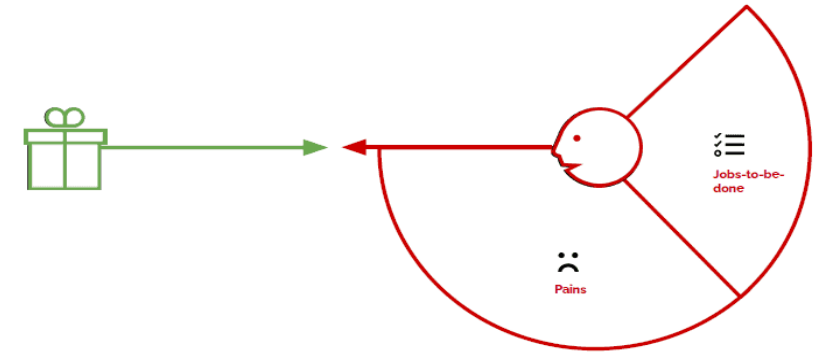
(get in shape, feel motivated, etc.)

Basic needs

(money to live on, supportive relationships, etc.)

Pay attention to the frequency and importance of each job, all the different roles the member plays, and in what contexts.

MEMBER PERSONA: PAINS



Whatever gets in members' way or annoys them while they're doing those tasks.

Consider:

Costs

(time, effort, money)

Fear of consequences

(loss of power, influence, status, money, time, trust, etc.)

Difficulties / challenges

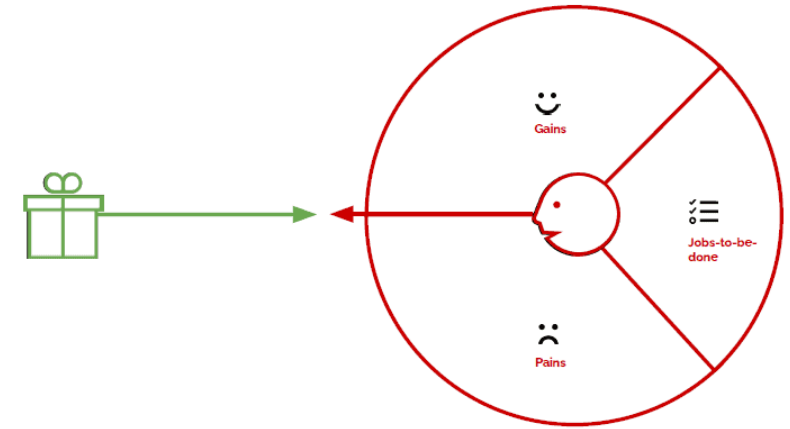
(limitations, resistance, lack of knowledge, etc.)

Obstacles

(investment, learning curve, resistance to change, etc.)

Are these pains moderate or severe? How often do they happen?

MEMBER PERSONA: GAINS



These are all the benefits members expect, hope for, or would be delighted to receive, whether functional, emotional, social or financial.

Consider:

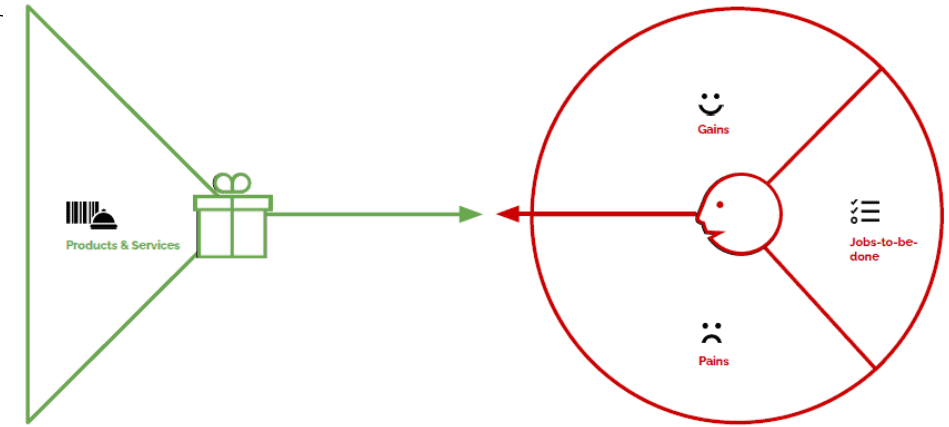
Tangible results
(higher income,
career advancement, etc.)

Savings
(time, money, energy, etc.)

Emotional results
(self-satisfaction, motivation, acknowledgment, etc.)

Think about frequency or likelihood, as well as degree of impact.

VALUE PROPOSITION: GAIN CREATORS



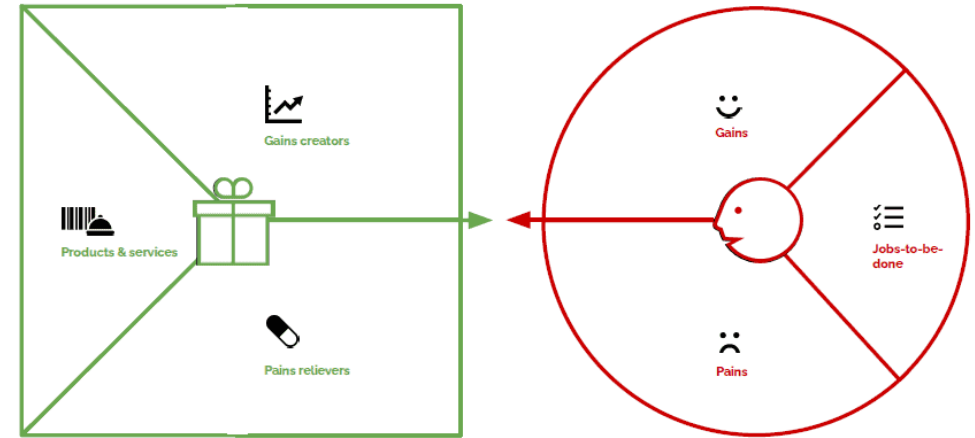
SNEC

- Professional Development
- Professional Community
- PDUs
- Certification Preparation
- Student Engagement
- Mentorship
- Learning and Networking Events
- Volunteer Opportunities/Giving Back

PMI Global

- Certifications and Standards
- Literature
- Leadership Opportunities
- Sponsorships / Advertisement
- Access to Career Opportunities
- Best Practice Sharing
- PMI Infinity (branded AI tool)

SNEC-PMI VALUE PROPOSITION: PAIN RELIEVERS



- Breaking down barriers to human and professional connection
- Provides highly qualified certified individuals to fill job openings
- One-stop shopping for lower-cost instructor-led certification training
- Lower cost access to PDU opportunities
- Helps universities guide students toward certifications and careers as project professionals

- We'll be looking at 5 major personas (stakeholder groups)
- Each of you will be assigned to a breakout group to:
 1. Identify your persona's needs, desires, challenges, and pain points, so you can...
 2. **Brainstorm gaps between SNEC offerings and stakeholder needs**

After lunch:

- Each group will present their results for discussion, including an itemized list of identified gaps
- Collectively, we'll rank the findings by positive impact to membership retention and attraction
- The Board will review how we're going to follow up

BREAKOUTS BY PERSONA

1 Seasoned Professionals

2 Early Career / Unofficial

3 Agile Practitioners

4 In Transition

5 Students

PERSONAS

Persona	Description
Seasoned Professionals	Experienced project professionals, executives, PMO leaders, and other decision-makers with established careers who are advancing organizational success through projects and programs. They are interested in thought leadership, emerging industry trends, workforce development, strategic partnerships, and opportunities to extend their impact through mentoring and leadership.
Early Career/Unofficial	Individuals who are new to project management or managing projects without a formal PM title. They are seeking practical skills, career guidance, networking, and pathways to professional growth and certification.
Agile Practitioners	Professionals who work in Agile, hybrid, or iterative environments and are interested in advancing modern delivery practices, sharing experiences, and connecting with like-minded peers.
In Transition	Individuals who are between roles, changing industries, re-entering the workforce, or exploring a career shift into project management. They are looking for networking, job search support, skill development, and professional visibility.
Students	Undergraduate and graduate students exploring project management as a career path. They seek learning opportunities, mentorship, real-world exposure (including internships), and connections that can help launch their careers.

SEASONED PROFESSIONALS GAPS

2025 GAPS	Score
Executives networking / Networking with other organizations	13
Promote PMI corporate memberships	10
Access to talent / recruitment	9
Brand recognition / awareness of PMI	9
Invite them to share their knowledge and experience	9
Corporate level recognition	7
Education on the value of certifications to the organization	7
Project benefits realization and sustainability	6
Growth innovation / Agile mindset	5
Organization discounts for membership/PDUs	5

EARLY CAREER/UNOFFICIAL GAPS

2025 GAPS	Score
Awareness of job opportunities (job board, career fairs, relationships with corporations)	18
Chapter Employment Network (building relationships with corporate hiring managers, Chambers, etc.)	12
Social media: short-to-long (up to 10 min) pitches; need to clarify value proposition; PMI Kick-off; PMI collaboration (transformation)	12
Awareness of micro credentials, incl non-PM, incl as a gateway to higher credentials	8
Job shadowing opportunities	7
Stronger local networking	7
Career pathways/journeys	5
Resume building with keywords for bot screening	5
In person events	5
Focus on the power/transferable/leadership skills that PMI offers	5

AGILE PRACTITIONERS GAPS

2025 GAPS	Score
Tooling (e.g., AI for automated tasks, discounts/access/free trials for software tools like Jira)	16
Incorporating AI in PM processes	13
Data visualization for business story telling and operations - both use and programming	11
Educating senior execs about Agile, incl funding, alignment, buy-in	7
Hybrid solution / functional mix of Agile and Waterfall	6
Training with real world examples of how Agile fits in with PM	6
Getting people with experience in tools and in hybrid to market us	6
Mini-classes / cost effective certifications	6
Mentorship/Coaching: Agile, Business Development, Executives, project management	6

IN TRANSITION GAPS

2025 GAPS	Score
Mentors / guides / advisors / sherpas / sounding boards	27
Awareness of job opportunities (job board, career fairs, relationships with corporations)	12
Finding your network and SMEs for the future -- connecting people	10
AI and other upskilling	10
Defining your roadmap/pathways, incl awareness of domain-specific tools, skills, experience that are required in a new field	8
Job shadowing opportunities	5
Connecting members with staff aug firms, Talent Acquisition departments, etc.	5
Learning where your competencies fit	5

STUDENTS GAPS

2025 GAPS	Score
Internships / finding a job	21
Career mentors for students	14
Understanding the day in a life of a PM, sharing stories and "the why"	10
Increase outreach to schools in our geography	9
Need for diversity/diversification - understanding that almost all fields need project management skills and experience	8
Recognition/testimonials/resume-builders for what they do	8
Short-form advertising / social media giving testimonials/slice-of-life and explaining opportunities for students in different fields (beyond project management)	7
Discounts (Global PMI, IIL, SNEC)	7
Target different age groups with volunteer opportunities, learning opportunities, and offerings	5
Finding project management (and other) educational and career paths that allow for diversity and mobility	5

INSTRUCTIONS

- Join the group that interests you
- Slido: <https://app.sli.do/event/fiQKYEuk7sW8kQtS2ED3tA>



- At your assigned whiteboard, discuss your persona's needs, desires, challenges, and pain points
 - "PESTLE" may help you consider additional factors:
 - **P**olitical
 - **E**conomic
 - **S**ocial
 - **T**echnological
 - **L**egal
 - **E**nvironmental

- 
1. Seasoned Pros
 2. Early Career / Unofficial
 3. Agile Practitioners
 4. In Transition
 5. Students

INSTRUCTIONS

- Review the gaps identified in 2025
 - Remove any that are no longer relevant
 - Brainstorm and record new or tweaked gaps / offerings (ways in which SNEC could better address the persona's concerns)
- Assign someone to report for your persona

1. Seasoned Pros
2. Early Career / Unofficial
3. Agile focus
4. In Transition
5. Students

Any questions?

REPORT BY PERSONA (AFTER LUNCH)

- Each persona group has 15 minutes to present findings
- Please hold thoughts until our after-lunch discussion

LUNCH!

1. Grab some **pizza and salad**.
2. Sign up for **volunteer opportunities!**
3. **Mark your calendars** for the next in-person SNEC events:
 - Wednesday, Nov. 4:
Pop-up networking (no program) at Spacecat Brewery in South Norwalk
 - Thursday, Dec. 10:
End-of-year get-together at a Hartford area location TBD



We will resume
at 1:00 p.m.

DISCUSSION

- Present desires, challenges, and pain points by persona
- Discuss gaps by persona

HOW TO VOTE

- Slido: <https://app.sli.do/event/fiQKYEuk7sW8kQtS2ED3tA>



- **Which gaps, if implemented, would most positively impact our members?**
- ***Vote in Slido Main Room – rank top 10 gaps***
- Voting ends after 15 minutes! (We'll warn you)

WHAT HAPPENS NEXT?

- The Board will discuss the top gaps and how to operationalize solutions
- The Board will assign gaps to portfolios and committees
 - Some gaps may require collaboration between multiple portfolios
 - Some gaps may require additional structural changes
- We'll track implementation quarterly through portfolios and committees and report to members at next year's annual meeting and strategic planning meeting
- Operationalization needs to occur by Feb '27 when new membership model goes into effect

This can't happen without you!
Please sign up to volunteer to continue the effort!

THANK YOU!

Special thanks:

- ***All of you!***
 - Watch your Inbox next week for PDU claim instructions
 - Chris Zack and the University of Hartford
 - The Volunteer, Marketing, and Planning Committees
 - Mike Smith, Jaidaa Tahoun
 - Darwyn for bringing and setting up breakfast



BE OUR GUEST!



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