



February 2006

PMO Local Interest Group Meeting - Summary

Topic: Marketing the PMO

Summary

1. Who Is The Market – Executives, Project Managers, Functional Managers or Workers?
 - a. New PMO may need to focus on management responsible for setting it up
 - b. Existing PMO may focus on client management
 - c. Also focus on areas of the company requesting PMO services and projects or a steering committee
2. Why Market the PMO?
 - a. Start-up
 - b. Acceptance, Buy-In and Compliance
 - c. Use of Our Services
 - d. Justification, Perception of Value Added and Overcoming Bad Perceptions
3. How to Market the PMO
 - a. Understand customer needs and target the needs of the market
 - i. Executives want ROI and Strategic Alignment
 - ii. Functional Managers want Visibility
 - iii. Project Managers want Visibility and Support
 - iv. Workers want to avoid being pulled in different directions
 - b. Adjust PMO Products and Services to Meet Customer Needs
 - c. Remember WIIFM (What's In It For Me)
 - d. Compare Value against Costs
 - i. Value Proposition may help with Project Managers who do not yet use PMO services
 - ii. Dedicated skillsets of specialists
 - iii. Ability to provide Analysis of Portfolio and Projects to Kill
 - e. Overcoming resistance
 - i. It is better to organize as a corporate expense rather than a chargeback for services, which can be a disincentive for use
 - ii. Proof is in the third success – Publicly recognize accomplishments
4. Tools and Resources
 - a. PMO Branding
 - b. Leverage weekly meetings to promote the PMO
 - c. Provide Assistance or Governance with Open Items List, including sharing ideas at Town Hall meetings or “lunch and learns”
 - d. May start with Small or Informal PMO or Project Management groups, build a record of successes and coordinate across departments.
 - e. Compliance requirements can provide motivation
 - f. Reports, Charts (Billboards), Training and other tools
 - g. Vendors can tell management what they do not want to hear from us
 - h. Leverage Others, such as professional marketing people or PMI to help
 - i. PMI Network and CIO magazines can be passed around to promote sharing of ideas from thought leaders
5. Challenges
 - a. PMO needs to communicate and sell ideas, but most Project Managers are not professional marketing people
 - b. Our Assumptions and Organization's Assumptions
 - c. We need to know the PMO success and failure rates historically
 - d. Experienced people may accept “Leveraging Existing Best Practices” terminology over PMO terminology



Future Topics – Target Dates

1. Metrics - March
2. Area on the PMIW site for the PMOSIG Local Interest Group is in progress
3. Please send additional topics to DaveMorgen@aol.com

Resources

- [Project and Program Management Best Practices](#), Niwot Ridge Consulting, Colorado.
- [“Office Discipline: Why You Need a Project Management Office,”](#) CIO Magazine
- PMO Articles and Articles about Project Management:
 - Gantthead IT Project Management: <http://www.gantthead.com/>
 - Projects@work <http://www.projectsatwork.com/>
 - Chief Project Officer Magazine: http://www.chiefprojectofficer.com/article_index.php