

Project Management Competence as a driver of competitiveness

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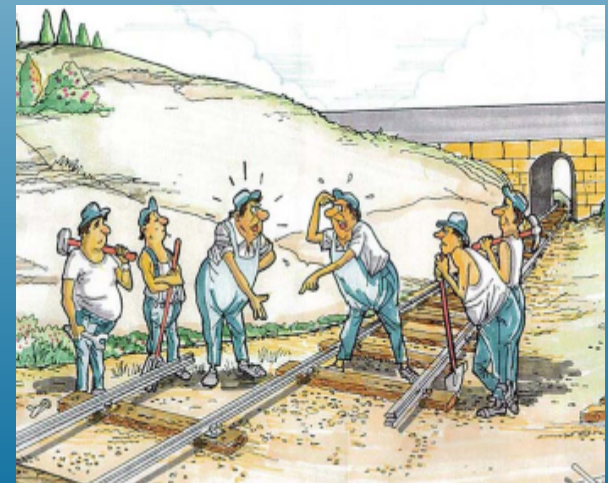
USAID Competitiveness Project
USAID Projekat za razvoj konkurentnosti

Presentation Agenda

- State of the workforce development in Western Balkans
- Why is PM Competence Important
- Why PMI Standards and Certifications
- Findings of the PM Capacity Investment
- PM Capacity Building Components
- PM Program goals
- Program milestones
- Results achieved until today
- Mid term recommendations

Current state of the workforce development in the region

- World Bank`s Enterprise Surveys point out **inadequately educated workforce** as one of the top ten constraints for firm growth and investment in Western Balkans
- USAID Workforce Development Reports show that there is a pronounced **gap in skills** supplied by formal education system and those needed by the private sector. **Managerial, PM and soft skills** in general are lacking everywhere in the region
- Options for **continuing professional development** and life-long learning are still very limited. Global certifications and accreditations (except those technology-related) are not widely recognized
- WEF **Global Competitiveness Reports** from 2009-2010 give low scores to higher education and training component, in particular to local availability of resarch and training services and extent of staff training



Why is Project Management Competence Important ?

- Economies of the Western Balkans are moving away from agriculture and heavy industry towards **service-oriented sectors**, such as ICT, construction, transport, tourism and trade, which are largely project-based and require PM competence to ensure success
- **Major infrastructure and technology upgrading projects** implemented by governments in the region need skilled and qualified Project Managers to ensure that public funds are spent **transparently** and projects executed **in time** and **on budget**
- EU funded projects in support of **EU accession** require conformity with the highest PM standards in project design, implementation and supervision
- To compete in and local markets, regional firms need **globally recognized standards and certifications** as proof of credibility and service quality
- **Global demand** for Project Managers is on the rise – 1/5 of the world`s GDP is being spent on projects this year
- For firms, **successful projects = successful business**



Why PMI Standards?

- Project Management Institute (PMI) was founded in 1969. with a mission to continuously improve the practice and methodology of PM and set global professional standards in this area
 - 420 000 members/300 000 of those certified
 - 250 chapters in 70 countries
- PMI certificates are a confirmation of experience, knowledge and competencies in the area of PM, globally accepted and highly appreciated
 - PMP – Project Management Professional
 - CAPM – Certified Associate in Project Management



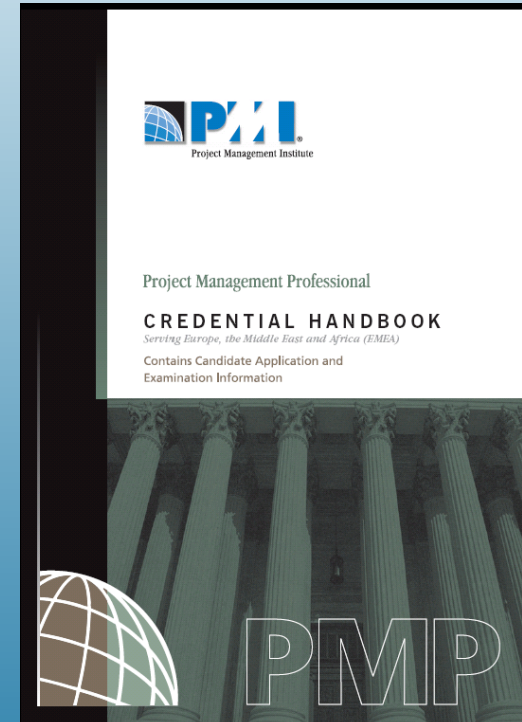
PMP - the World's Leading PM Credential

- **Requirements**

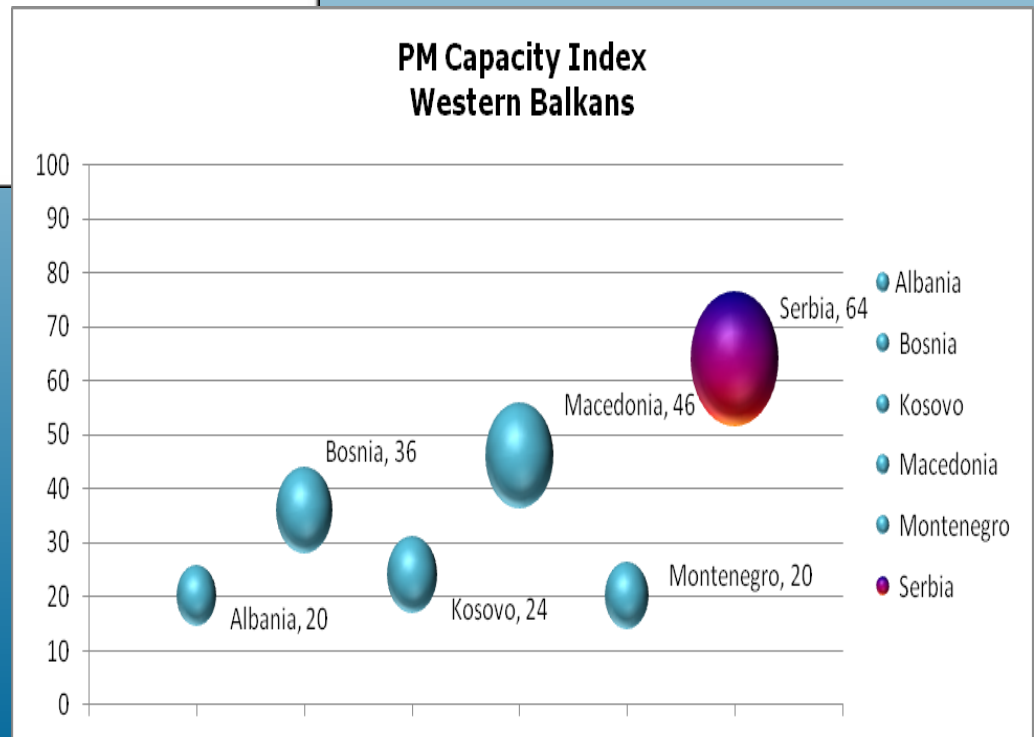
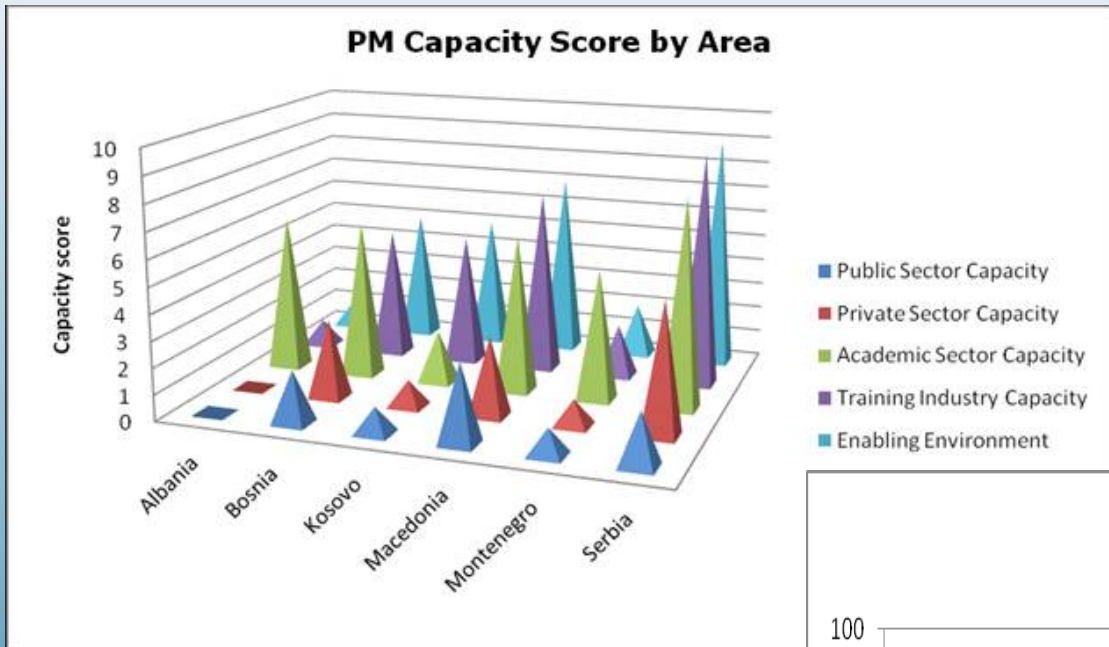
- University degree
- 36 months of PM experience (60 months if no university degree)
- 35 hours of PM training
- Successfully completed certification exam
- Credential renewal every 3 years – continuing professional education and PM practice required
- CAPM requires 1500 hrs of experience or 23 hrs of PM training

- **Value and benefits**

- Practical knowledge
- Marketing value to the company
- Membership in the PMI and listing in the online PMP registry



PM Capacity Assessment Findings

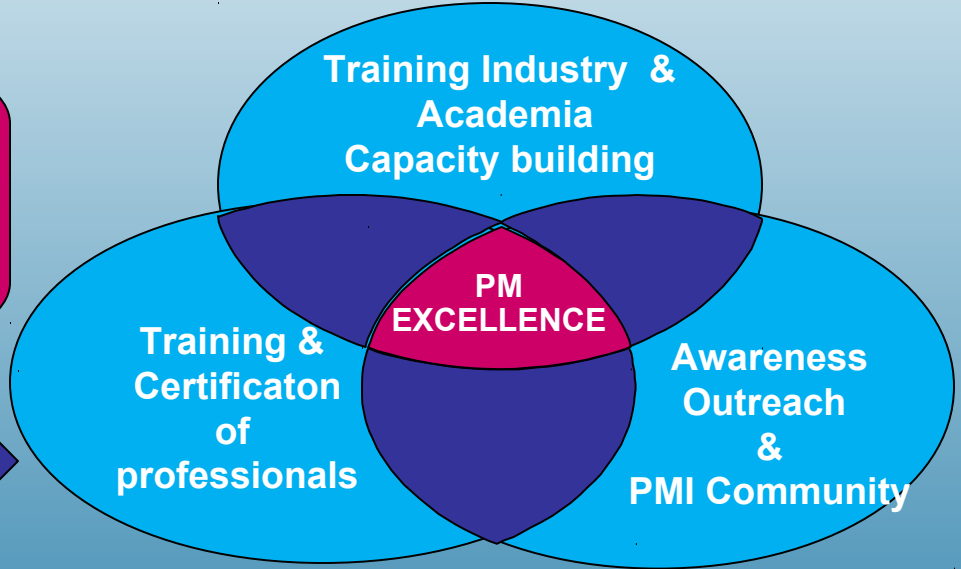


Project Management Capacity Building Program Components

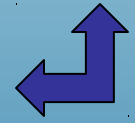
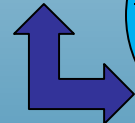
TOT Programs for
Training Providers and
University Lecturers



Private sector
professionals
Public sector
employees



Local PM Chapters
PM Conferences
PM Roadshows
Lobbying



OUTCOMES

- 1 Pool of certified PM experts in private and public sector
- 2 Local training capacity in PM based on global standards
- 3 Supporting exports, jobs and new business generation
- 4 Increased absorption capacity of EU funding
- 5 Increased credibility of firms and professionals

Goals of the PM Capacity Building Program

Educate

- Educate participants in modern project management methods and techniques based on PMI Body of Knowledge

Certify

- Support qualified candidates in obtaining globally recognized PMP certifications

Increase Awareness

- About importance of PM for achieving productivity and efficiency gains and improving competitiveness

Build Capacity

- Provide support to local training centres to ensure world-class PM education continues to be available locally

Program Implementation Milestones

Phase 1: Select Local PM Training Providers and/or Partners for delivery

Phase 2: Select candidates and issue vouchers

Phase 3: Monitor delivery of PM Training

Phase 4: Support exam preparation and certification

Phase 5: Build awareness & disseminate results

Results achieved until today

Region

- PM Capacity Assessment conducted
- PM Awareness and Training Program launched, based on blended learning model and financed by the RCI

Serbia

- 250 professionals trained since spring 2009 in 3 phases
- 40 certified, 100 more now in training
- Membership in the PMI YU Chapter tripling to 170
- One local training provider approved as REP by PMI
- PM Book translated into Serbian
- CBT centre for PMI exams being founded in Belgrade

Bosnia and Herzegovina

- Partnership with BAIT established
- Two training courses for 35 professionals delivered in October 2010 in Sarajevo
- One more training course for 20 professionals to be delivered in Banja Luka in November 2010

Albania

- Partnership with AITA established
- PM Awareness Seminar held in October 2010 for 90 trainees
- Training course for 20 trainees to be delivered in Tirana in November 2010

Mid-term recommendations

- To ensure sustainability of any PM training and certification initiative, drive demand and embed PM competence into commercial and university education, it is necessary to:
 - Complement training programs with a **promotional campaign** to raise awareness and recognition of global PM standards
 - Lobby for **formal recognition** of project management qualifications
 - Include PM certifications into **public procurement** requirements to drive demand for PM expertise and qualifications
 - Include **public sector employees** into training programs due to the size and importance of public projects
 - Continue to build capacity of **local training providers** to achieve world-class training quality and ensure trainees are certification-ready
 - Support founding of **local PM associations** to enable continuing professional development, networking and business linkages



Thank you!

For additional information, comments and questions,
you can contact:

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Brief bio of the presenter

- Tatjana Lukic is a **Senior ICT Industry Advisor** at the Serbian Competitiveness Project and a **Senior Project Management Advisor** at the Regional Competitiveness Initiative (RCI)
 - 10 years of direct Project Management experience in ICT industry managing projects in the area of ERP, CRM and Web Analytics for companies like **Epicor, Schlumberger and Yahoo!**
 - 3 years of Project and Program Management experience in development industry, on **USAID funded projects**
 - Designed and managed the “Project Management Training and Certification Program” in Serbia, training 250 and certifying close to 50 PM professionals
 - Currently leading implementation of the “Project Management Training and Certification Program” for Western Balkans, starting with Albania and Bosnia and Herzegovina
 - Member of the **Board of Directors of the Yugoslav PMI Chapter**, official Chapter of the PMI in Serbia

