



PMI Luxembourg Chapter

Multi-Year

Business Plan

Extract for the Period from 2011 to 2013

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1 Plan for Value Delivery

This is an extract of PMI Luxembourg Chapter's business plan that was approved in February 2010. The purpose of this extract is to give our stakeholders (e.g. organisations, associations, members, volunteers, board, sponsors, speakers) an overview of our objectives. Each objective has been attributed to a Director on the PMI Luxembourg Chapter Board, who shall carry out their responsibilities within the framework of these objectives.

1.1 Community Objectives

In support of the value to members, the PMI Luxembourg Chapter will actively pursue the following objectives, measures and targets in alignment with the PMI and Component Balanced Scorecards.

1.1.1 Year 2011 Priorities

In 2011 we will evaluate the experience of the 1st year as a Chapter and will:

- continue the drive for **members**, while maintaining membership levels with a target 70% retention rate
- continue to develop and attract **sponsorship**
- survey our **member satisfaction** with the Chapter, after the first full year of the Chapter's existence
- strengthen our **outreach** activities
- enhance our **professional development** initiatives, capitalising on increased contacts with the community through outreach to encourage training and certification
- explore extending the scope of our **events**, potentially to larger, more substantial (such as all-day) events.

1.1.2 Year 2012 Priorities

The priorities for 2012 are deliberately less specific, as we plan to capitalise on the experience gained in the preceding years to help focus on the most realistic priorities. However, we will:

- continue to increase our **membership**, to maintain a 70% retention rate, and to achieve an acceptable level of member satisfaction
- possibly increase the frequency of our **events**, subject to the availability of resources – volunteers, topics, speakers and sponsors
- continue extending our **sponsorship** prospects
- continue our PMP Study Group and consider similar study groups for other PMI certifications, subject to interest in the community and the availability of resources, volunteer certificate holders to act as facilitators
- consider new initiatives to increase our presence in the local project management community such as, for example, a project management award programme; we feel that this type of initiative would be more realistic once we have the benefit of a few years of Chapter existence and thus would have reinforced our visibility in the community.

1.1.3 Year 2013 Priorities

The priorities for 2013 will take into account the progress made in the previous years with regard to Chapter Maturity and will aim to strengthen our position in the community. We will:

- continue to increase our **membership**, to maintain a 70% retention rate, and to achieve an acceptable level of member satisfaction
- possibly increase the frequency of our **events** and consider including an annual ½ day or full-day event, subject to the availability of resources – volunteers, topics, speakers and sponsors
- continue extending our **sponsorship** prospects
- consider new initiatives to increase our presence in the local project management community such as, for example, establishing an outreach/professional development project such as project management for kids or NGOs.

1.2 Programs, Initiatives, Targets, and Metrics

The PMI Luxembourg Chapter will undertake the following programs and initiatives to support the PMI Balanced Scorecard Objectives. Each Objective has been assigned to a Director who shall be responsible for its achievement.

PMI BSC Perspective: Stakeholder Intimacy

Director Resp.	PMI BSC Objectives	Component Programs	Component Initiatives (Services, Projects, Products)	Component Program SWOT Analysis (Yes/No)	PMI Target for Services	Component Service Targets		
						Year 2011	Year 2012	Year 2013
	Provide knowledge and tools with great service							
Membership	Strengthen stakeholder loyalty				70% Membership retention	70%	70%	70%
Membership					Good overall membership satisfaction	70% of respondents report 3 or more out of 5 points	70% of respondents report 3 or more out of 5 points	70% of respondents report 3 or more out of 5 points
	Demonstrate benefits from project management							

PMI BSC Perspective: Internal Business Processes

Director Resp.	PMI BSC Objectives	Component Programs	Component Initiatives (Services, Projects, Products)	Component Program SWOT Analysis	PMI Target for Services	Component Service Targets		
						Year 2011	Year 2012	Year 2013
Events	Thought leadership	Component Events	Round Table Events	No		1	1	2
Events	Profession enablers	Component Events	Regular meetings / Annual conferences	Yes	Minimum of 16 hours per year (sum of all events)	18 hours	20 hours	24 hours
Events					Good membership satisfaction for events	3+ out of 5 points from 70% of respondents	3+ out of 5 points from 70% of respondents	3+ out of 5 points from 70% of respondents
Outreach	Partnering	Outreach	Collaboration with similar organisations	Yes		Collaboration with one more organisation	Collaboration with one more organisation	Collaboration with one more organisation
Outreach	Advocacy	Outreach	Presentations to key stakeholder organisations	Yes		At least one presentation	At least one presentation	At least two presentations

PMI BSC Perspective: Culture and Capability

Director Resp.	PMI BSC Objectives	Component Programs	Component Initiatives (Services, Projects, Products)	Component Program SWOT Analysis	PMI Target for Services	Component Service Targets		
						Year 2011	Year 2012	Year 2013
Communications	Make PMI a customer centric organisation	Component Customer Centricity Program	Component web site	Yes	Web site is updated monthly	Monthly update	Monthly update	Monthly update
Communications			Communication with members via newsletter and/or email	Yes	Minimum of 10 comms per year	10	10	10
Communications			Good membership satisfaction with comms		3+ out of 5 points from 70% of respondents	3+ out of 5 points from 70% of respondents	3+ out of 5 points from 70% of respondents	
Membership			Recognition for new members and/or credentials earned by members	No	Minimum of 10 comms per year	All new members and credentials	All new members and credentials	All new members and credentials
Communications			Marketing introduction and benefits package	No	Package exists and is updated annually	Annual update	Annual update	Annual update
Vice President	Make leadership excellence a strategic competency	Component Leadership Dev. Program	Transition plan for new leaders	Yes	Plan is documented and updated annually	Annual update	Annual update	Annual update
Vice President			Transition meeting with new leaders	Yes	Meeting held annually	1 per year	1 per year	1 per year
President			LIM or regional leadership meeting attendance	No	1 board member attends per year	1 member	1 member	1 member

Director Resp.	PMI BSC Objectives	Component Programs	Component Initiatives (Services, Projects, Products)	Component Program SWOT Analysis	PMI Target for Services	Component Service Targets		
						Year 2011	Year 2012	Year 2013
President	Make market and business development a strategic competency		Strategic planning meeting to review strategic alignment and business plan	No	1 meeting per year	1 per year	1 per year	1 per year

PMI BSC Perspective: Resources

Director Resp.	PMI BSC Objectives	Component Programs	Component Initiatives (Services, Projects, Products)	Component Program SWOT Analysis	PMI Target for Services	Component Service Targets		
						Year 2011	Year 2012	Year 2013
Finance	Maintain financial viability		Maintain financial records and complete Scorecard Report	No	Complete scorecard annually	1 Report per year	1 Report per year	1 Report per year