

BRAND to WIN

Build your BRAND as a Project Manager!

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as a Project Manager!

May 19, 2023
19:30 - 21:30 IST (GMT + 5:30)

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CHAPTER EXCHANGE
A PMI CHAPTERS
COLLABORATION

Laura Sambo
Germany Europe

Valerie Connor
Australia APAC

Amelita Prieto
Spain Americas

Daniel Herbay
France APAC

Dezhaia Puri
India APAC

Benard Thebanat
India APAC

Allan Donavick
USA NA

This event is open to both members and non-members.



Event Recap

Innocentia Mahlangu

The Key takeaways from the discussion:

Reputation: Your brand is your reputation, it's who you say you are and how you are perceived. What people say about when you are not in the room.

Trust: it's about building trust & forging relationships

Self awareness: Being mindful of your impact on stakeholders & organisations

Network: your network remains your net worth

Culture: Leaders are the face of the team & nurture team culture

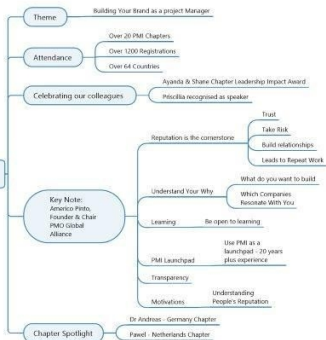
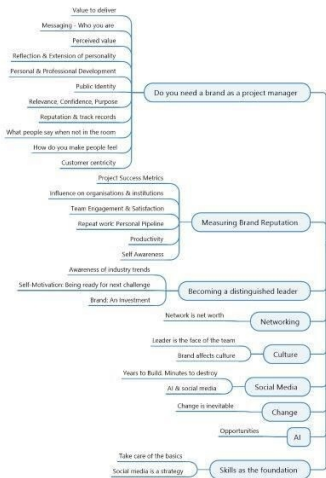
Social Media: A strategy that can make or break

Change: It's inevitable brands can evolve

AI: An opportunity not a foe

Skills: Take care of the basics, it's important to deliver on the promise.

Watch the recording [here](#)



Africa
Daniel Narthey

Question:

How does a leader's brand improve the chances of success of a project?

Answer:

A leader's brand is an intentional, deliberate, and strategic positioning of the leader's values, unique capabilities, skills, experiences, and best qualities that make him/ her appealing to a defined target audience. Once a leader has defined who he/she is and what they stand for it will greatly influence what kind of projects they will undertake, the mindset of people who will be working with and for them, the people who would like to be associated with the leader. A leader with a strong brand inspires trust, commitment, clarity of purpose, and credibility - these components are essential to the success of any project.



Question:

How has the brand of a project manager changed over time? What is it competing with/ against?

Answer:

Over time, the Project manager role has moved from being traditional and accidental to more intentional and professional. There is a considerably higher number of Professional Project Managers. They are highly sort after and expectations of the value of a project manager are very well defined. Much more in addition to guiding a project to a successful end based on objectives and goals set out, there is an unspoken communication and expectations of value which is sometimes intangible. In other words 1+1 = 3. The next level or phase of a project manager's brand is the deliberate positioning of a digital presence backed by data and rich content. A strong online presence (brand) ultimately results in a wider network, brand affinity, and brand appeal.



Europe

Laura Samsó

Question:

How does a leader's brand improve the chances of success of a project?

Answer:

Normally an organization requires some distinctive qualities from a leader, who is aligned with company culture and has a good understanding of stakeholders map, that glues all layers, stays relevant, influences, take measured risks, and goes the extra mile. Creating a safe space in his/her team and growing leaders not followers. By 'walking the talk', a leader influences the project's environment (team, stakeholders, framework, etc.) this leadership style and ways of working increase the probability of success.

Question:

How has the brand of a project manager changed over time? What is it competing with/ against?

Answer:

I consider branding has been always there, people have been developing themselves to gain emotional skills, and how to negotiate, it just became much more relevant. The WHY we do something (changes in society, solving real problems to help in the development and advances in technology), and how personal branding transcends to organizations, the impact it makes in PM choosing a leader, towards the internal and external stakeholders and the project and organization itself. The changes in many areas are coming so quickly that we need to be adaptable, flexible, resilient, and curious, never giving up.



Asia

Bharat Thakrar

Question:

How does a leader's brand improve the chances of success of a project?

Answer:

The leader (i.e. Project Manager) is the face of the project to all the stakeholders. Its brand, such as result-orientated, committed, non-political interest, honest, etc. motivates stakeholders to stay positive about the outcome and give all support/resources. Stakeholders participate with a positive mindset in project-related ceremonies and events. This mindset helps the project team with proper support and continuous positive feedback, thus enabling them to focus in the right direction and spend energy in the right direction. With such favorable wind, the project sails to success.

Question:

How has the brand of a project manager changed over time? What is it competing with/ against?

Answer:

This time brand of PM was mainly driven by their role importance defined by the organization, their professional knowledge, people skills, and ability to deliver the project within defined parameters (scope, cost, and time). In most cases, they were the drivers. This time project manager was mainly the "Task Master". In recent times, with the rise of the "agile" mindset, and a lot of focus on cost optimization and organization efficiencies, enterprises are looking for multi-faceted project managers. Organizations are looking for Project Managers who know project management, technology, domain, etc. Project Managers are nowadays often challenged by "agile" execution where the scope keeps changing. Project Managers are now being asked to be "servant leaders with accountability". This area is still evolving. Current project managers are competing with product owners, scrum masters, or tribe leaders. Organizations are still debating on conflicting job profiles of each of these.



North America

Milan Dordevic

Question:

How does a leader's brand improve the chances of success of a project?

Answer:

A leader's brand, with its reputation or personal image, significantly influences the trajectory and outcome of a project. The brand essentially mirrors the leader's set of beliefs, skills, and behaviors, which play a pivotal role in guiding and influencing the team's work dynamic, engagement, and ultimately the project's success. A strong leadership brand implies reliability, creating an environment of trust that drives open communication and collaboration. It sets clear expectations, directing and inspiring the team to perform their best. Furthermore, a leader's reputation shapes stakeholders' perceptions and influences their decisions, encouraging their commitment to the project, as well as fostering an environment that is supportive and efficient, thereby improving the chances of a project's success.



Question:

How has the brand of a project manager changed over time? What is it competing with/ against?

Answer:

In response to business paradigm shifts and technological advancements, the project manager brand has undergone a significant transformation, shifting from a task-centered to a collaborative, adaptable, and value-driven approach. The modern project manager emphasizes collaboration, adaptability, and value creation and competes with AI automation, highlighting the importance of strategic thinking and human-centered skills. In addition, the transition towards remote and flexible work environments has increased the significance of virtual leadership and digital expertise. In conclusion, the increased awareness of sustainability and social responsibility requires project managers to champion ethical practices and align projects with broader societal and environmental objectives.



Asia

Devika Puri

Question:

How does a leader's brand improve the chances of success of a project?

Answer:

Brand in many ways is equal to credibility and loyalty. Therefore the credibility of the project manager which he or she has earned over the years and through his work in itself positions him or her in a certain way within the organization. Credibility or let's say brand loyalty of a project manager is earned through work, outcomes, delivery, and most importantly people skills. How he or she has collaborated with people internally to deliver certain outcomes. Therefore a leader's brand is a perception that attracts the right talent and inspires team members to ensure success.

Question:

How has the brand of a project manager changed over time? What is it competing with/ against?

Answer:

The brand of a project manager has changed over the year. these changes are largely due to external factors. For example, the importance of people skills, the way it is being felt today versus a few years back has increased. New ways of working, the influx of technology, and the pandemic are all factors that have increased the importance of what we call power skills. The power skill of collaboration, innovation, communication, and problem-solving. This coupled with the role of a project manager, which is now more aligned with the vision of the business has also contributed to the change in brand perception. How well the project manager understands the business or aligns the project outcomes to the business goal is an important point of consideration.



Australia/New Zealand
Jeanette Cremor



Question:

How does a leader's brand improve the chances of success of a project?

Answer:

When you think of you a project manager's brand, it is what people are saying about you when you are not in the room. How you make them feel; what you are recognized for; if you are being suggested as the ideal person to tackle the complex challenges...it is the type of role model you are for your team, your organization, and your customers. Good role models can inspire their teams to overcome challenges, learn, and grow together, ultimately leading to project success.

Question:

How has the brand of a project manager changed over time? What is it competing with/ against?

Answer:

When starting out in projects, the focus is on scope, schedules, risks, issues, reports...and yes these remain important however project managers are now more about people motivators and connectors. They are leaders who navigate the noise of "busy" in organisations through collaboration and building trusted relationships.

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Fantastic

interesting topic under discussion

Differentiating

That's was perfect

Very informative session especially Mind map

Insightful and Lively

spot-on!



good insight

Diverse Perspectives

Fabulous thoughts and discussion

Self-awareness. Love that.

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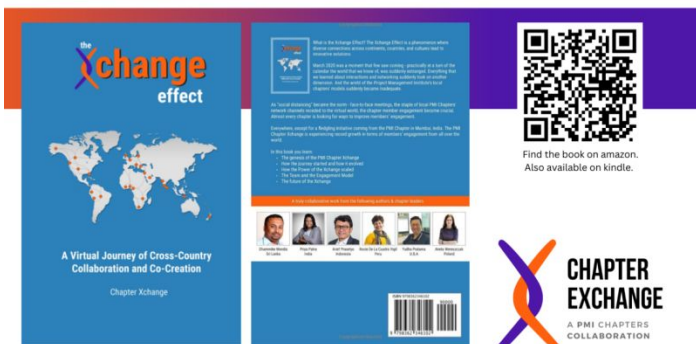
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Have a suggestion?

Feel free to drop a note to the PMI Chapter Xchange team by sending email to:
pmichapterexchange@gmail.com