

ONLINE EVENT LG DARMSTADT: PM FOR SOCIAL GOOD: WHY, HOW AND WHAT

Presenter: Walter Ginevri, PMI Fellow
August 29th, 2023

Good things happen when you get involved with PMI

Introduction and agenda

My short profile

Passions,
hobbies and
interests



Diving



Friends



Music



Movies



Project Management

My deep conviction

PM and sport
have something
in common

Project

management
Sport is a universal language,
building more bridges between
people than anything else I can think
of.

— Sebastian Coe —



My inspiring quotes

What Project
Managers can do
for new generations

“We are preparing students for jobs that don’t yet exist in order to solve problems we don’t even know are problems yet”.

~ Richard Riley (6th U.S. Secretary of Education)



“The illiterate of the 21st Century are not those who cannot read or write, but those who can’t learn, unlearn and relearn”.

~ Alvin Toffler (Writer, futurist and businessman)



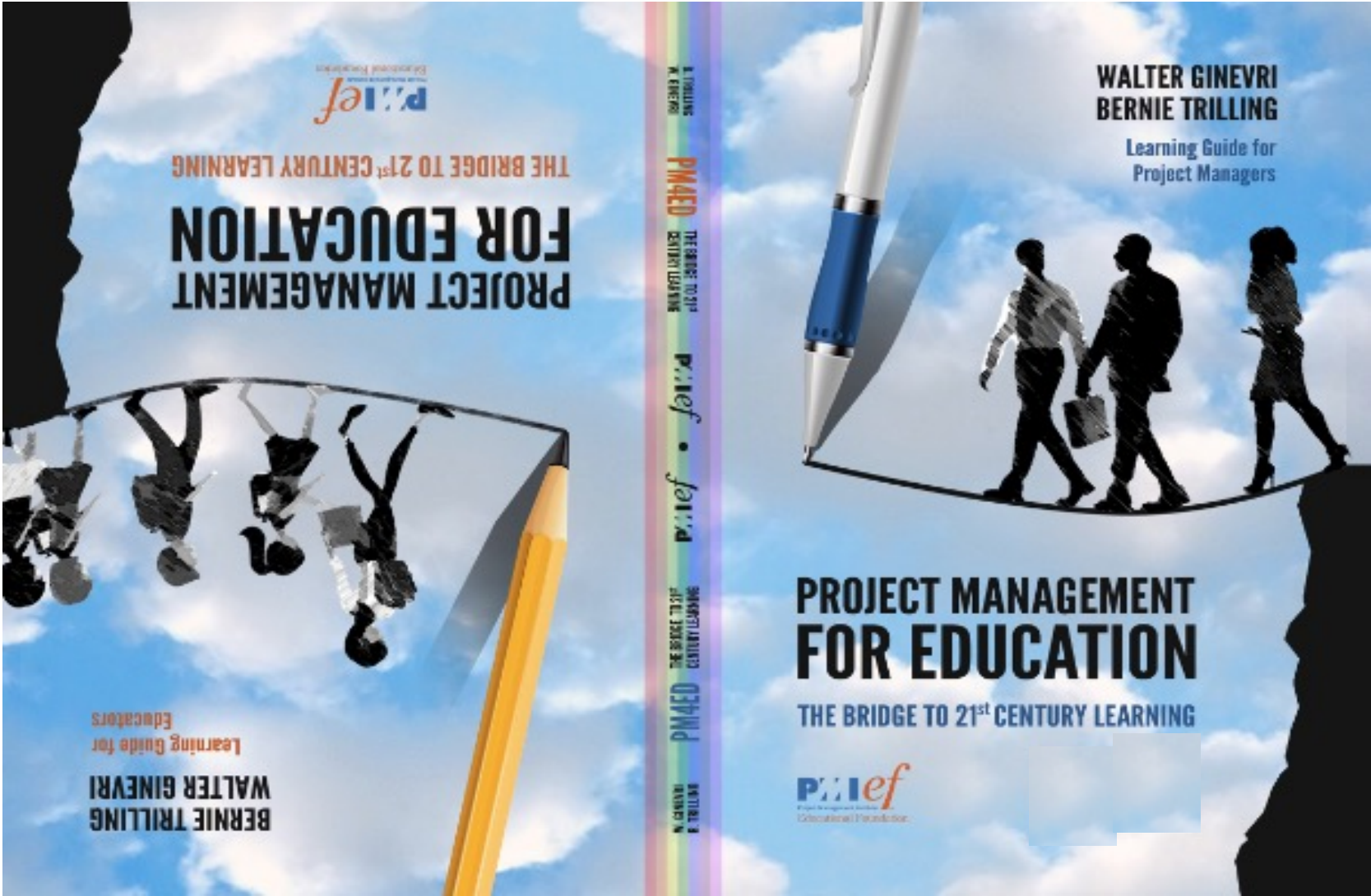
My social commitment

To build a bridge
between
PM and Education



My storytelling

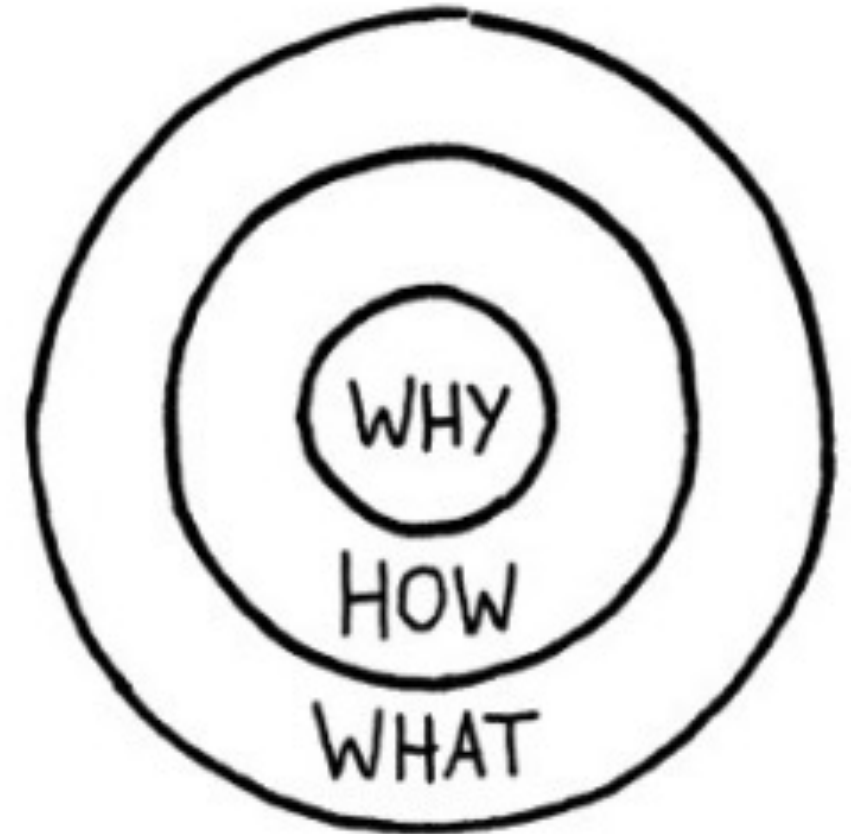
PMs & Teachers:
a collaboration
for a better future



My presentation agenda

PM for Social Good:

- ✓ **WHY** Project Managers should practice it?
- ✓ **HOW** Project Managers could practice it?
- ✓ **WHAT** Tools&Techniques they could use?



*The Golden Circle
(source: Simon Sinek)*

PM for Social Good: **WHY?**

Project Managers empower Social Good Goals



Source: United Nations Sustainable Development Goals (<https://sdgs.un.org/goals>)

Social Good Goals empower Project Managers



PM for Social Good means practicing **ISR**, that is becoming responsible in actions that have affect on communities outside us



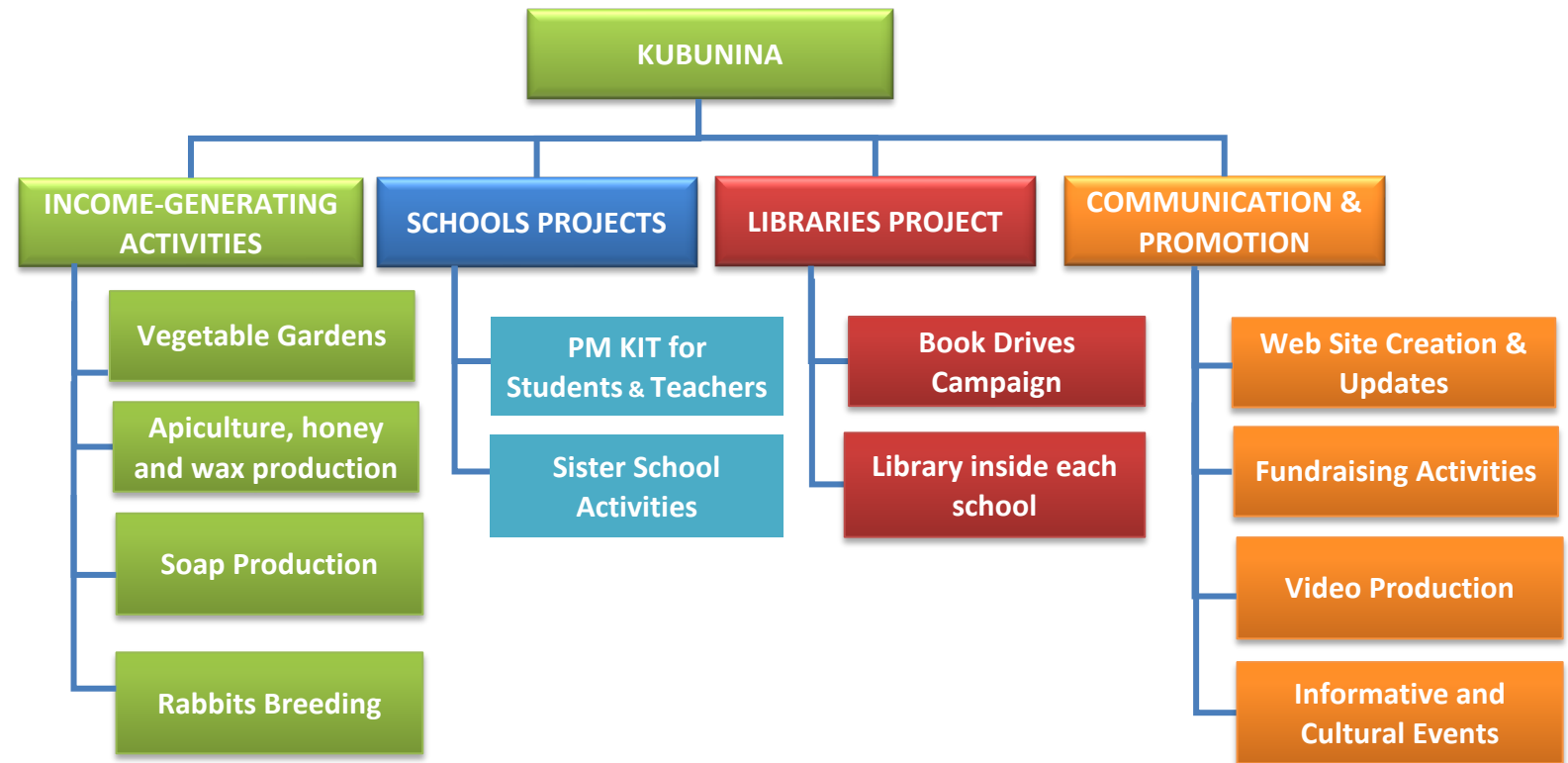
Committed Project Managers should consider ISR as the fourth dimension of the **PMI Talent Triangle®**

PM for Social Good: **HOW?**



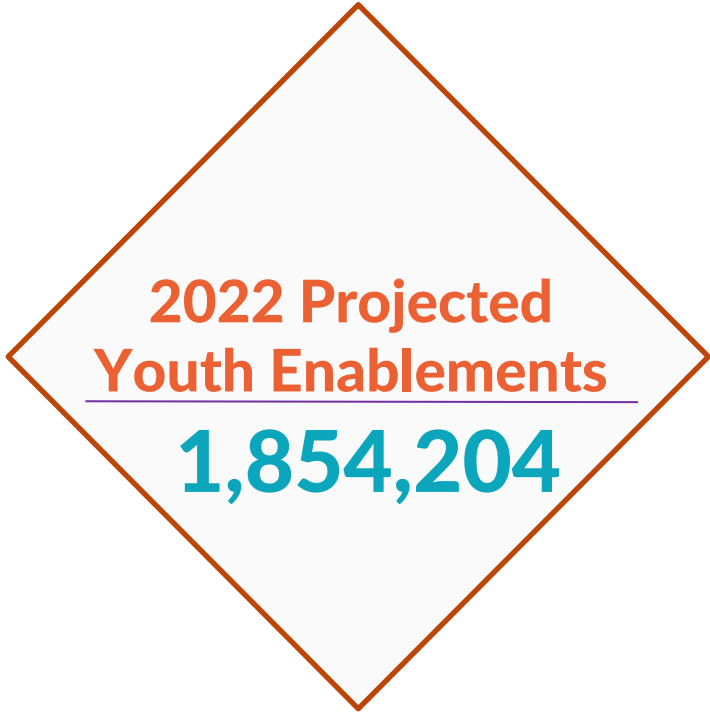
Supporting non-profits and NGOs in their developing projects

- ✓ Train and mentor NGO people in applying project mgmt.
- ✓ Support crowdfunding, project planning and monitoring



Source: Kubunina – An humanitarian program developed by the NIC and an Italian ONG

Supporting PMIEF mission towards youth-serving nonprofit partners



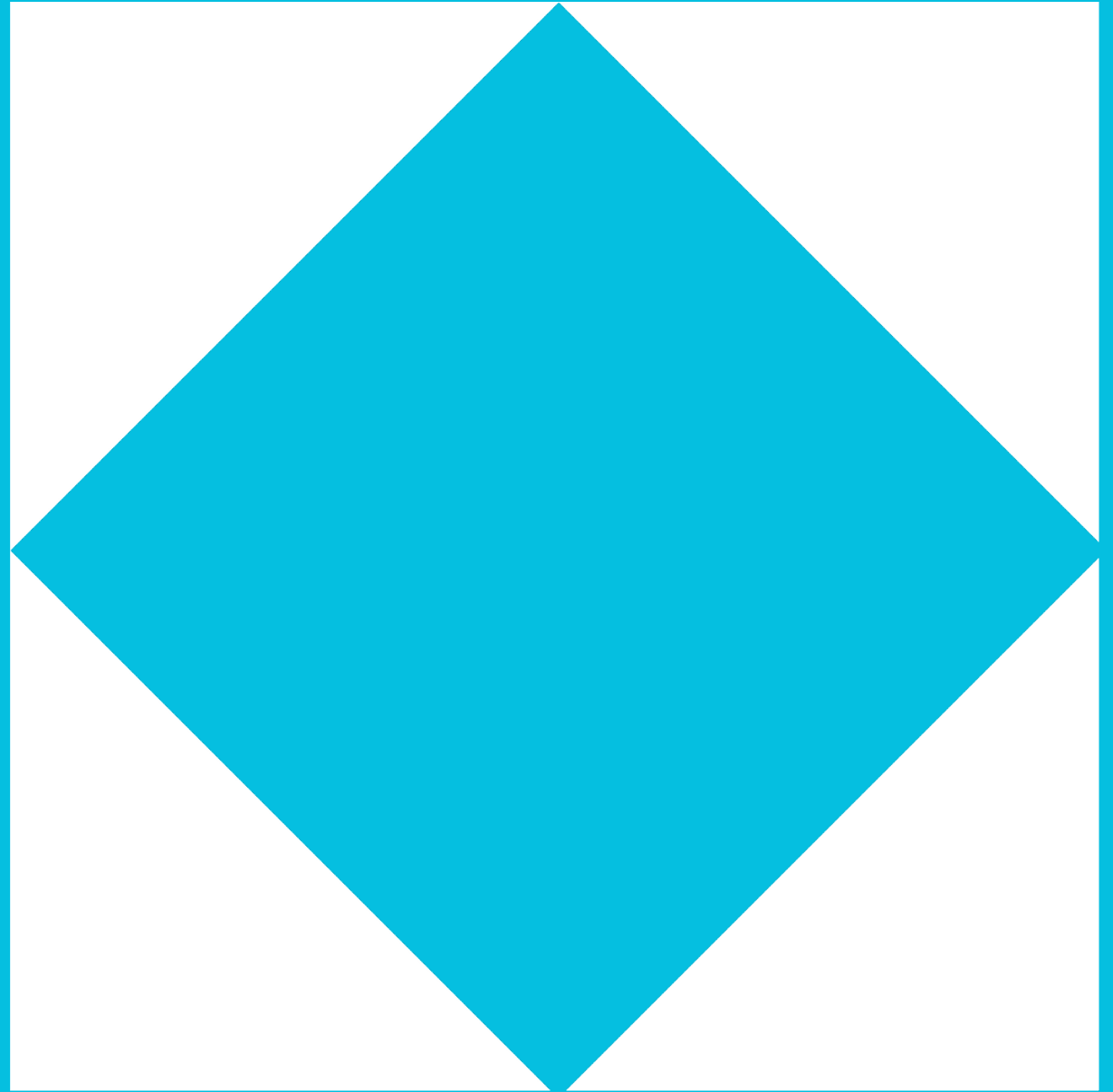
Promoting youth success by transferring project management knowledge

- ✓ Support school teachers in the use of the “project language” as essential life skill
- ✓ Support school directors in the implementation of projects funded by the EU

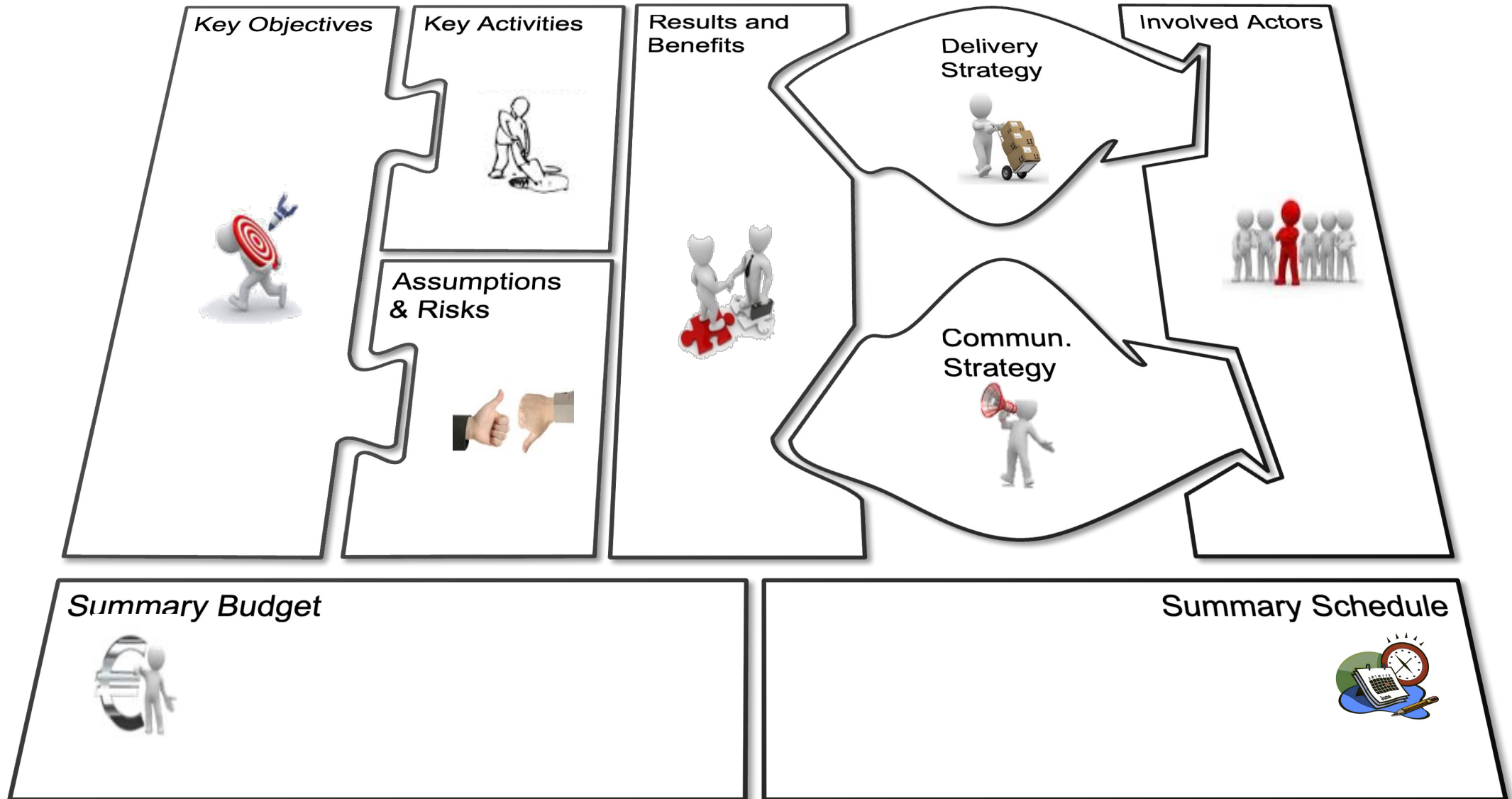


Source: https://en.wikipedia.org/wiki/21st_century_skills_-_The_Four_Cs

PM for Social Good: **WHAT?**



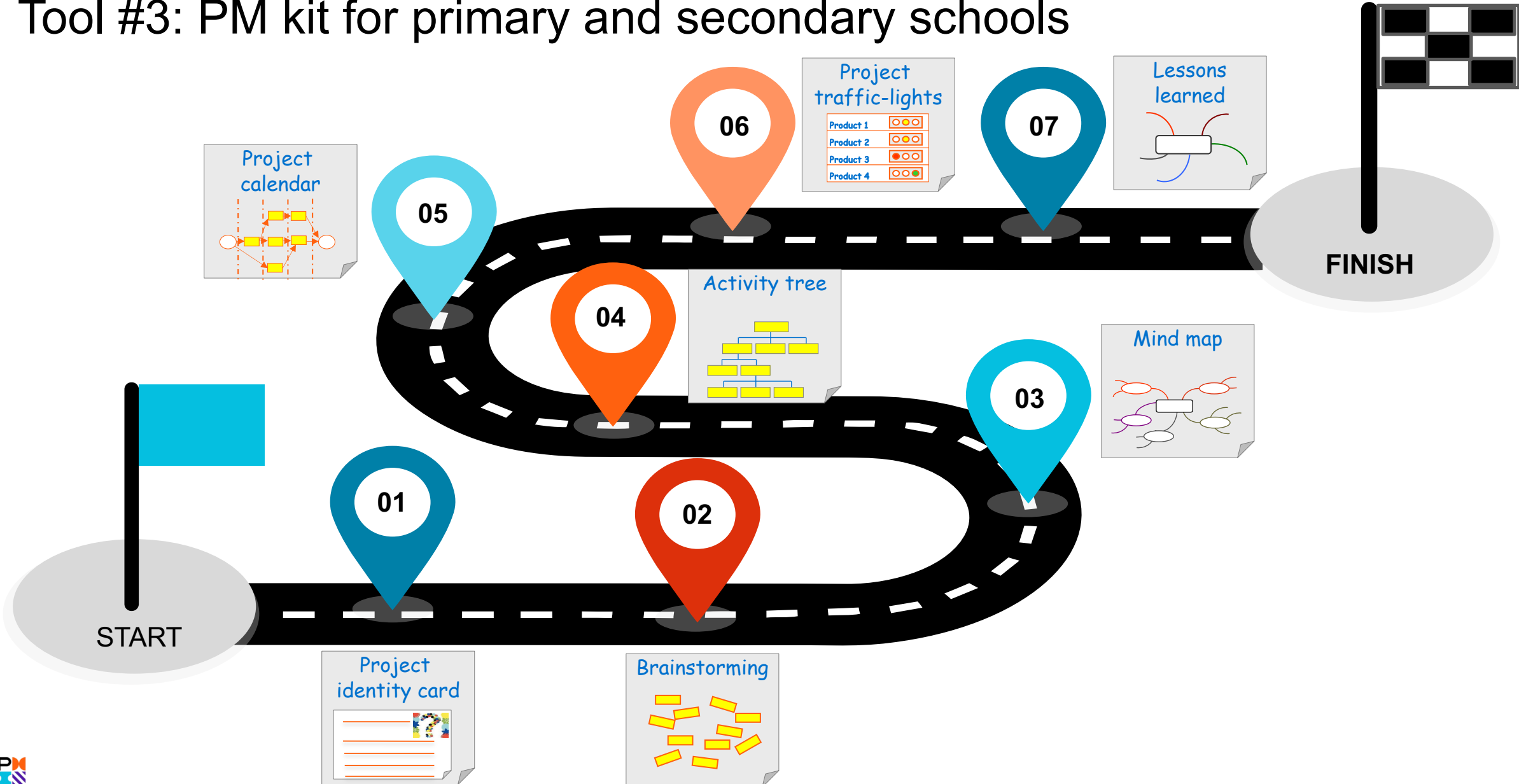
Tool #1: Adapted Model Canvas for conceiving social good initiatives



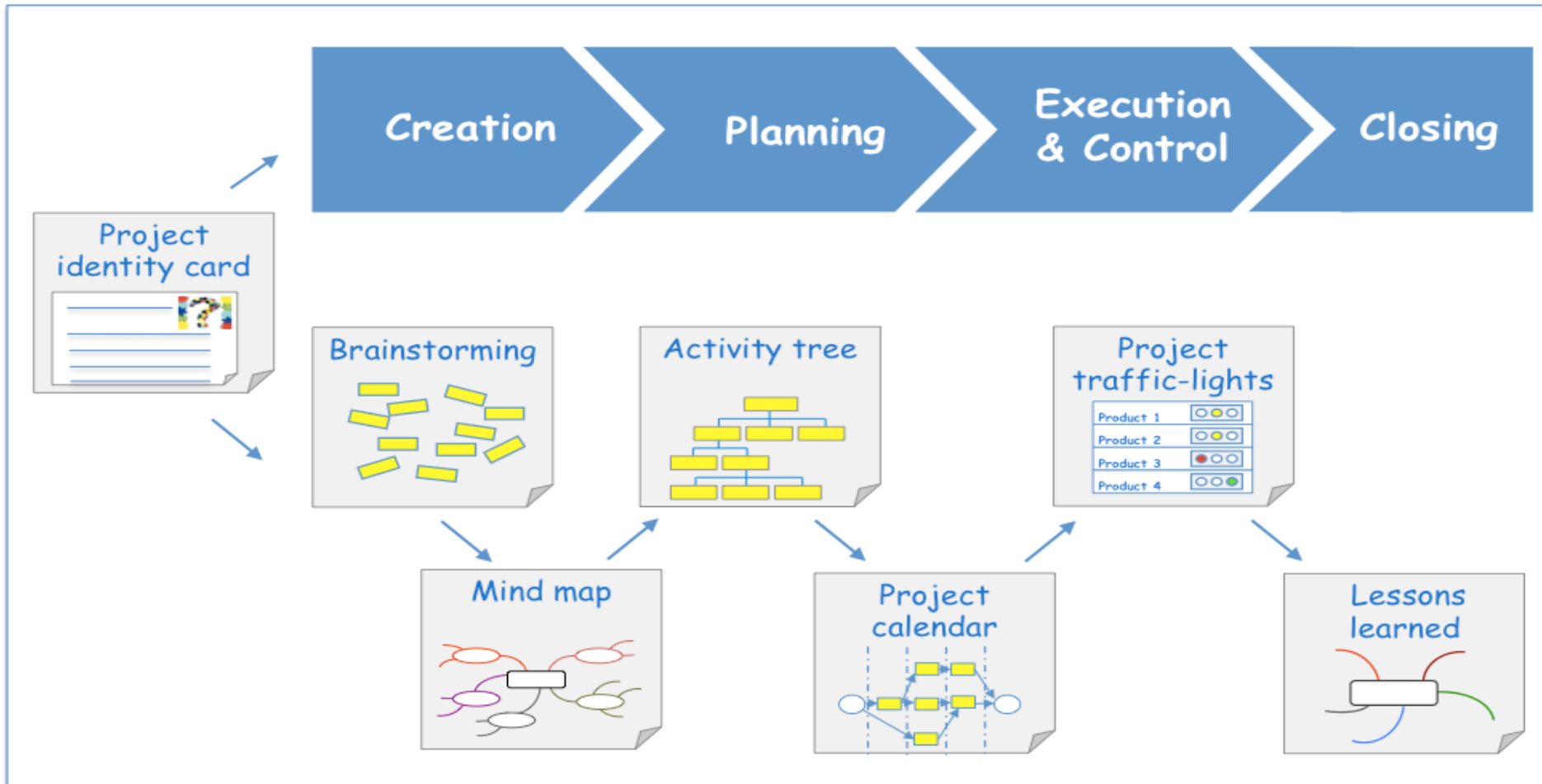
Tool #2: Logical Framework for monitoring social good programs

<u>Objectives & activities</u>	<u>Indicators</u>	<u>Means of verification</u>	<u>Assumptions</u>
Goal (Impact)			
Purpose/ (Outcome)			
Outputs			
Activities			

Tool #3: PM kit for primary and secondary schools



PM Kit available in 14 language (for non commercial use)



1. Arabic
2. Brazilian
3. Chinese
4. English
5. French
6. German
7. Italian
8. Japanese
9. Portuguese
10. Romanian
11. Slovenian
12. Spanish
13. Swahili
14. Turkish

- Presentat. of the kit
- General principles
- Method of working
- Seven steps flashcards
- Examples of projects
- Stories to share
- The kit in the world

Examples of schools projects for students of different ages



Puppet Theatre (7 years old)

Students designed and created a puppet theater to perform a show based on their selections of fairy tales



Our Exhibition (10 years old)

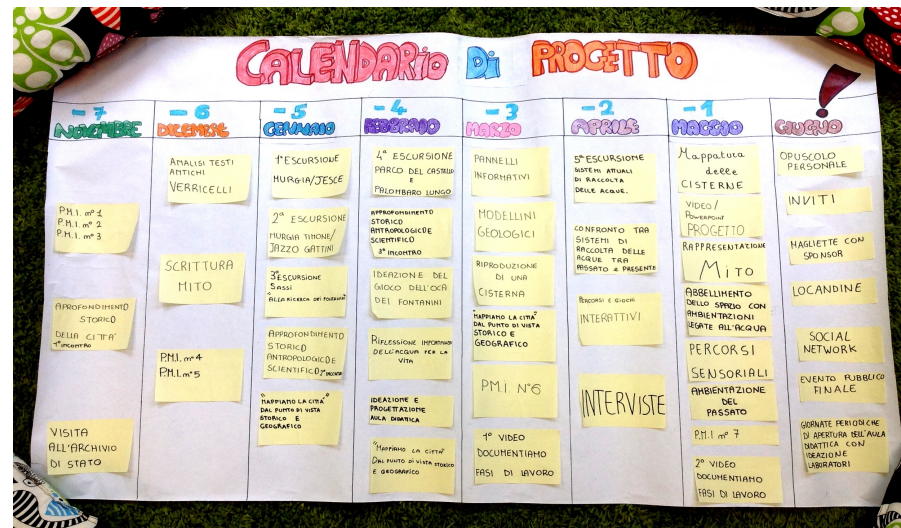
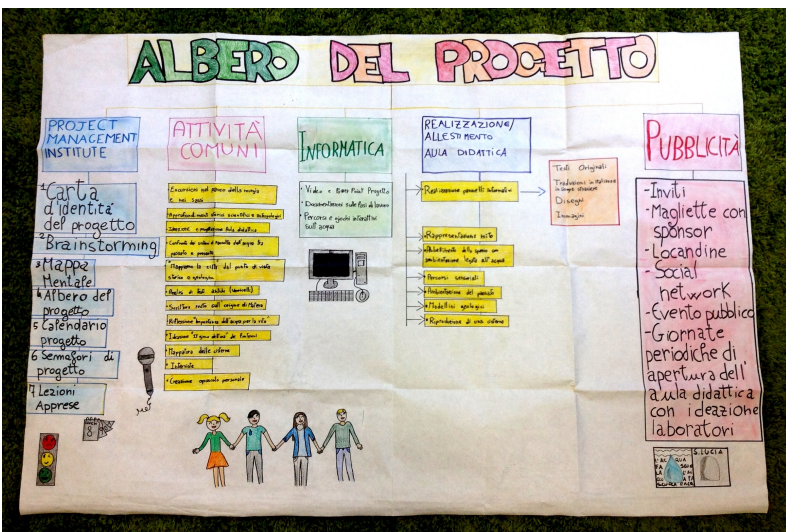
Students organized and ran an exhibition of old objects including “gadgets” to raise funds for a local charity



Water makes... school! (12 years old)

Students designed and published a guide containing the ancient history of their city in order to protect its unique water tanks

Examples of project deliverables of a school project



Lessons learned by school teachers



“the use of the project approach makes the planning easier and the control smoother”

“working with a project approach generates the most of the group and collaborative learning”

“the project approach empowers life skills and it’s an effective tool to “Teach to Learn”

Lessons learned by 7-17 students



"the project was our responsibility and all decisions were in our hands"

"one time we decided to skip our break to make up for being behind schedule"

"even the shiest children felt involved and took part in the teamwork"

Lessons learned by project managers and chapter volunteers

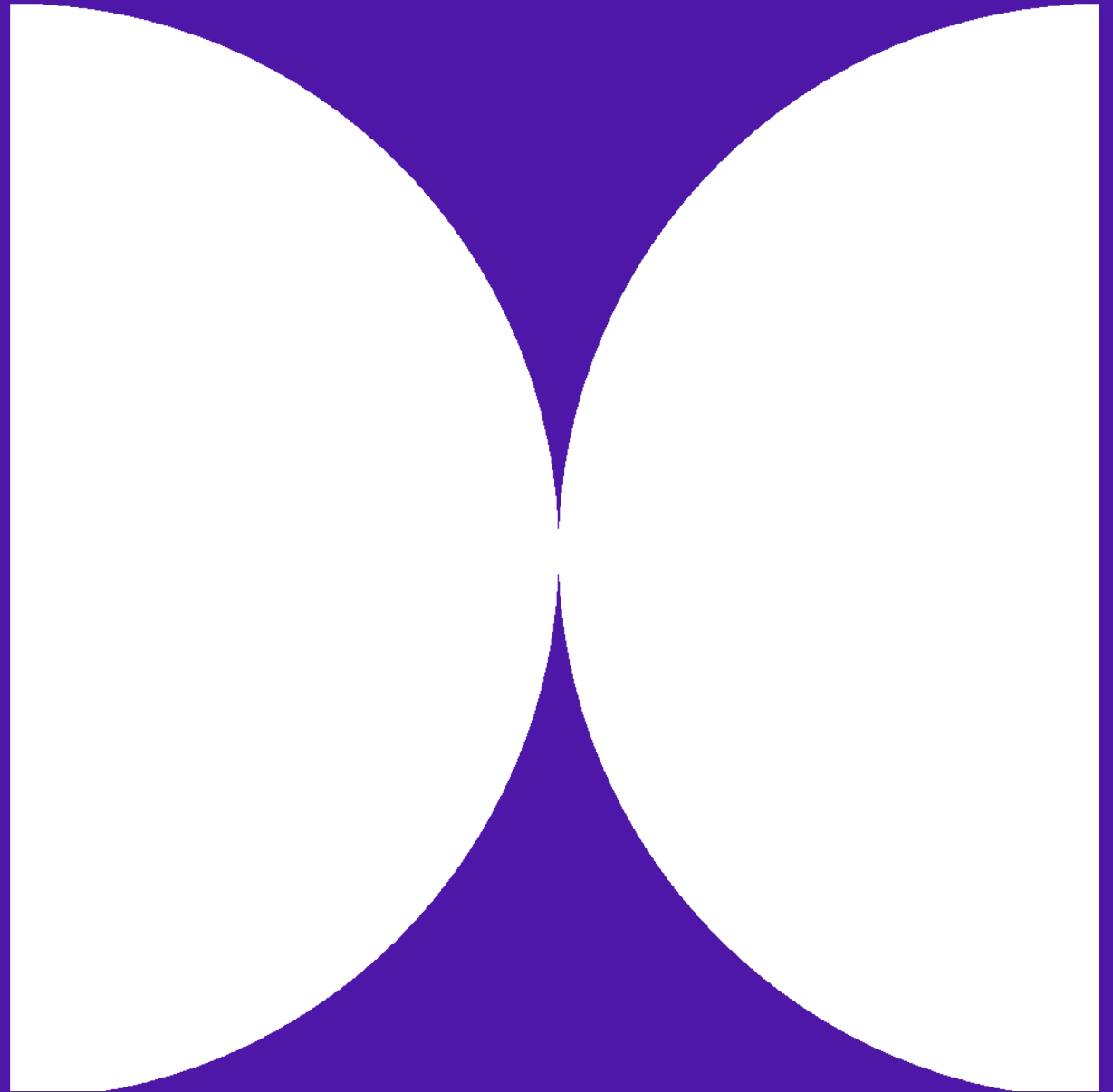


"a project is an experiential journey that it's often more important than the destination"

"a mistake is not a reason for punishment, but an opportunity to learn something new"

"teachers' mission is not to fill students' heads, but to bring out their best potential"

Conclusion
(please, don't forget)








Quote from Ward Cunningham

«One's words are a gift to the community. For the wiki nature to take whole, you have to let go of your words. The reason the cooperation happens is we are people and it is deep in our nature to do things together.»



Critical Success Factors

-  **Impact:** spreading the project language as a tool for “thinking and doing”
-  **Professionalism:** promoting a peer-to-peer relationship with “non PMs”
-  **Volunteerism:** leveraging intrinsic motivators (autonomy, mastery, purpose)
-  **Community:** acting as passionate “change makers” in your social contexts
-  **Engagement:** encouraging diverse viewpoints from all involved stakeholders

Never say you can't!

