



# Using the Power of Project Management

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**Contact Mary Beth for a free consultation on the power of project management.**

**Mary Beth Imbarrato**  
PMP, CSM, SPP, CMS

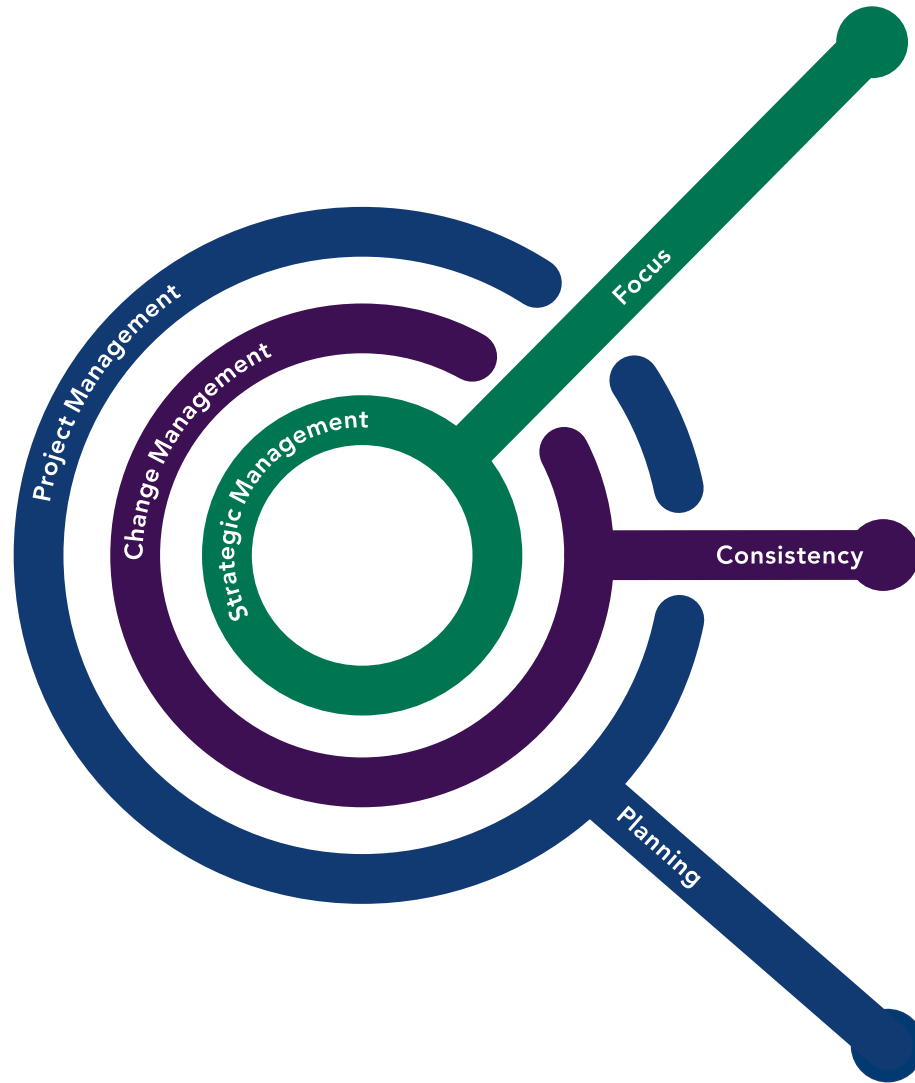
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# MBI Consulting Overview

Many organizations only go half-way with their planning activities which can lead to unfinished projects, undelivered strategies and unsuccessful change efforts. At MBI Consulting, LLC we specialize in helping organizations complete the circle through consulting, training and coaching. By completing the circle we help our clients achieve success.

Mary Beth Imbarrato is the owner of MBI Consulting, LLC which specializes in strategic planning, project management and change management programs and training. With over 25 years of experience in working with clients to design and deliver strategic plans, introduce project management best practices and change management plans - all in an effort to help organizations succeed in achieving their strategic goals through project management practice.



**9 out of 10** organizations fail to meet all of their strategic goals

Source: Brightline

**70%** of change programs fail to achieve their goals

Source: McKinsey

**87.7 million** jobs worldwide will require project management skills by the year 2027

Source: PMI

# About MBI Consulting

Mary Beth Imbarrato, PMP, CSM, SPP, CMS has more than 25 years of experience in project management, change management and strategy. Mary Beth has managed a wide range of project efforts in market segments including finance, global risk, telecommunication, IT, publishing, health care, nonprofit, state and federal agencies and energy. She helps clients assess their project management skills and identify ways to become better project managers and better leaders.

Mary Beth has certifications in Project Management, Strategic Planning, and Change Management. Her expertise in these areas dovetail nicely with her desire to help her clients gain the expertise they need to succeed with their projects and strategic goals.

Over the years, Mary Beth identified a need to help non-project managers succeed with their projects. She now dedicates her time to providing

project management tools and resources to this growing, and often overlooked, population of people who are trying to lead projects while juggling their “day jobs.”

Mary Beth brings energy and enthusiasm to every project management discussion. She loves to share her passion, experiences, and expertise as a conference speaker, business consultant, trainer, and published author. Clients often say that her energy is contagious and inspiring.

She is a longtime member of the Project Management Institute (PMI) and is a graduate of the PMI Leadership Institute Master Class (2013). Mary Beth has also held several elected positions with the Upstate New York Chapter Board of Directors. She is an active member of the Association for Strategic Planning (ASP) and the Association of Talent Development (ATD) as well.



**Mary Beth welcomes your questions, comments, and feedback via email at [MB@mbiconsults.com](mailto:MB@mbiconsults.com). Visit her website at [MBIConsults.com](http://MBIConsults.com) to learn more about Mary Beth and her work.**

# Services and Offerings

## Speaking engagements

- lunch n' learns
- meetings
- webinars

## Training

- 1:1
- teams
- organizations
- volunteers
- workshops

## Coaching and consulting

- managing a critical project
- coaching project leaders and teams

## Resources

- The Project Roadmap: Your Hands-On Guide to Initiating, Planning, Executing and Completing Projects book
- tools
- templates
- solutions based blogs

# Testimonials

Mary Beth **engaged the audience** and was **captivating and sincere**.

I walked away from the course with **practices that I could put into action** immediately. The course also gave me the **terminology and confidence** to speak up at meetings. This **increases my credibility in my role**.

I **encourage all to participate** in a future CAPstone PM Specialty course, with Mary Beth Imbarrato. This course clearly defines the elements of Project Management and guides the **importance of effectively planning projects from concept to completion**.

# Project Management Benefits

Why is project management important?

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What value can project management bring to your organization?

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Why should we consider adopting project management practices?

Projects are

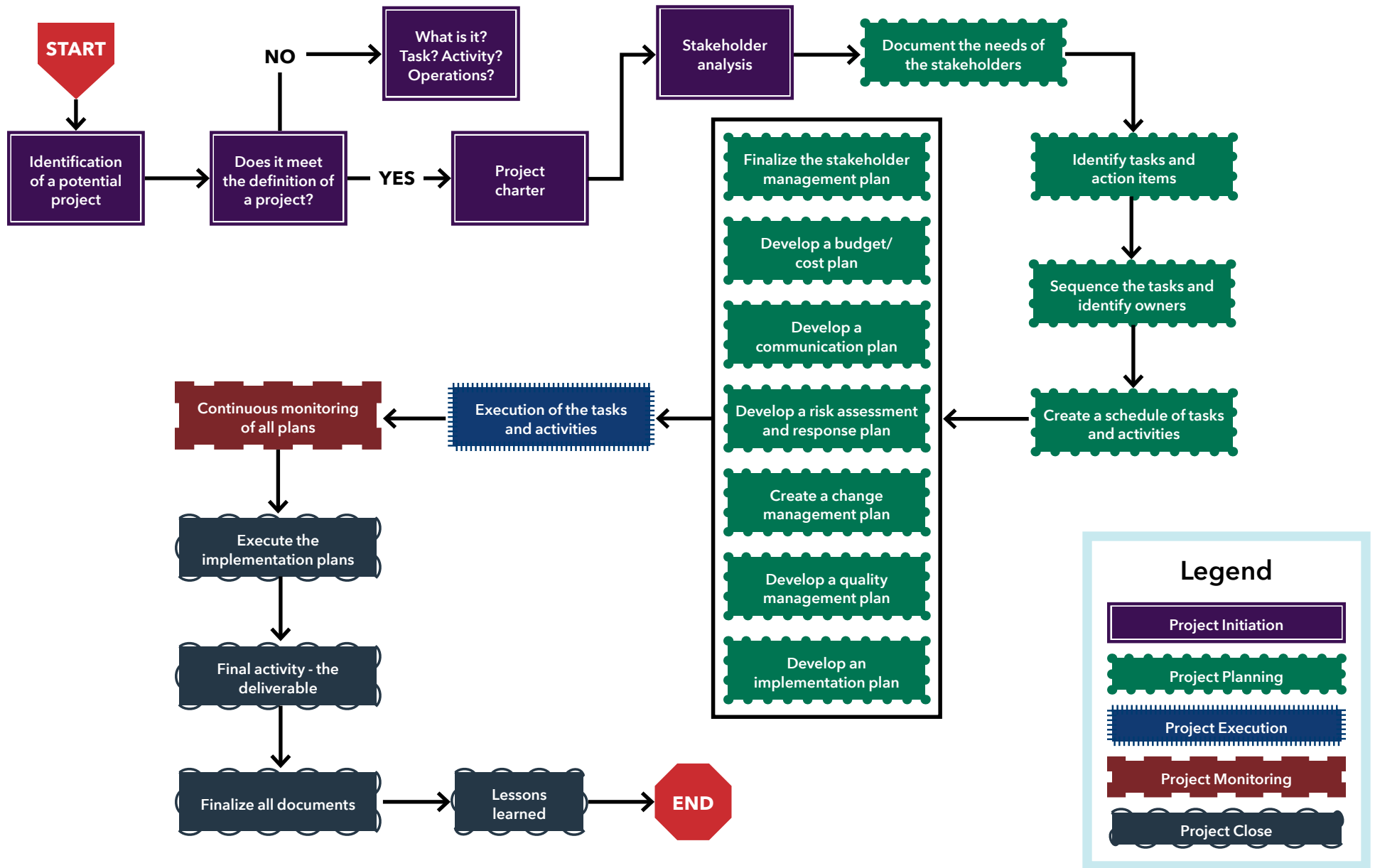
**2.5 times more successful**

when proven project management practices are used.

There are numerous benefits that can be realized by introducing project management practices to your organization. Some of those benefits can include:

- **Establishing a framework:** how projects will be identified, initiated, managed and completed
- **Maximizing resources:** what resources will be needed, when and for how long
- **Consistency in practice:** identification of organizational standards
- **Clarity in roles and responsibilities** and who does “what”
- **Reduction** in the number of unfinished projects
- **Introduction of various project elements** that may be overlooked otherwise – e.g. stakeholder analysis, change management
- **Reduction in surprises** that may be caused by risks or issues
- **Effective integration** management for enterprise projects
- **Achievement of strategic goals:** all strategies have initiatives, or projects, that will help to expedite the achievement of that goal
- **Valuable learning opportunities** for all team members and stakeholders
- **Reduction in the number of projects that do not deliver** the intended results, are over budget, or don't meet the planned schedule
- **Increase in the level of understanding** of the project effort and the benefits to the organization, clients, employees and other stakeholders.
- **Specific skill development** for team members based on the needs of the project
- **Ensures an alignment of strategic goals** with project prioritization and resources to help drive the organization toward the identified vision
- **Increases the level of buy-in** from employees and stakeholders when a consistent approach, and process, are used
- **Transparency of the project objectives,** approach, budget, and resources
- **Provides a baseline for discussions** on potential improvements for future project efforts

# Process Map





# Project Management Stats

**90 M**

Project management-orientated employees currently in projectized industries across the world.

**25 M**

New project management employees needed to meet the global talent demands by 2030.

**12 M**

New employees driven by expansion and 13 million driven by retirements.

The global economy needs 25 million new project professionals by 2030. To close the talent gap, 2.3 million people will need to enter project management oriented employment every year just to keep up with demand – this includes project managers and all change makers.

The talent shortage is a considerable risk to organizations that rely on professionals to implement strategic initiatives on time, and within budget. This talent gap is likely to impact every region, resulting in a potential loss of up to US \$345.5 billion in global GDP by 2030.

The global demand for project management talent is unlikely to be filled by 2030 unless organizations promote as culture of continual learning. Reimagined employee capability-building will be a core focus for the most resilient organizations.

In a recent McKinsey study, nearly 80% of business leader cited capability building as “very” or “extremely” important to their organization’s growth, compared with 59% before the pandemic.

**9.9% of every dollar is wasted due to poor project performance**

Organizations are wasting an average of 97 million for every 1 billion invested, due to poor project performance - that’s a 20 percent decline from one year ago.

**The Top 5 reasons for project failure:**

- 47% change in organizations performance
- 39% inaccurate requirements gathering
- 36% change in project objectives
- 30% inadequate vision or goal for the project
- 30% inadequate/poor communication

The global economy has become more project-oriented, as the practice of project management expands within industries that were traditionally less project-oriented, such as health care, publishing and professional services.

**Health care sector in the U.S. is the biggest percentage increase in project-oriented jobs**

among sectors analyzed in the United States - 17% growth in 2017.

**Sources:** Talent Gap: Ten-Year Employment Trends, Costs, and Global Implications (PMI 2021); PMI Pulse of the Profession 2018 (PMI 2018); PMI Pulse of the Profession 2017 (PMI 2017); Closing the Gap: Designing and Delivering a Strategy that Works (Brightline 2017).



# How to Start the Conversation About Project Management



## Here are some ideas on how to start a conversation about project management.

A great way to start a conversation is to share something that you just learned. For instance, if you attended my course on Project Management Foundations you would be introduced to the definition of project:

**“A temporary endeavor with a beginning and an end that produces a unique product service or result.”**

## You can start your discussion by sharing this definition and asking:

- Q:** Based on this definition what are you working on that would be considered a project?
- Q:** Are we effectively identifying projects so that we can apply project management practices?

## Other questions that can start a discussion:

- Q:** Learning project management skills has been identified as one of the top 5 skill sets for the future of work. What do you think about establishing standard project management practices for our team/business unit/organization?
- Q:** Are you familiar with the benefits of having a structured project management process? There are benefits to individuals as well as organizations!
- Q:** What could we be doing to standardize our project management practices so that we can raise our level of success?

- Q:** As a Manager/Director/Leader, what are your expectations for project success? What does success look like to you? Does the team have what they need to meet those expectations?
- Q:** What is the first step you would take when a new project lands on your desk? Would your first step be the same as someone on another team, business unit, department or division?
- Q:** What can we do in our organization to make sure that people clearly understand their roles and responsibilities on a project and how they are contributing to the overall goals of the organization?
- Q:** How can we make sure that project team members have a good understanding of how the project will unfold, when their contributions will be required and what they are being asked to do?
- Q:** What type of project management training have we provided to our staff so that everyone has the same understanding of project terminology, roles and responsibilities and how projects unfold? So that everyone is successful!

I encourage you to view, download and share some of the [project management resources](#) that I provide for free on my website.

# The Project Roadmap: Your Hands-On Guide to Initiating, Planning, Executing, and Completing Projects

Everyone is surrounded by projects, if they realize it or not. At work, at home, in your volunteer role, in the community, etc., projects are a part of life. If you are new to project work or need help understanding project terms, concepts, and process steps, then the book, The Project Roadmap, is for you. This **hands-on guide will lead you through the project effort from beginning to end** - initiating, planning, executing, and completing projects. And like all roadmaps, this resource provides the direction and guidance to get you to your destination - a successful project outcome.

Unlike an ordinary book, The Project Roadmap includes **checklists, action items, definitions, lessons learned, and room for notes** - providing an interactive experience to benefit you, your project team and the organization that you're working with.

With the content drawn from my 25+ years of working in the project management community as a Project Manager, Trainer, Consultant, and Author - and a spiral bound format for lying flat on your desk and taking notes throughout on high quality paper - The Project Roadmap is an essential, **valuable tool in your Project Toolkit**.

## The reviews are already coming in...

**"The Project Roadmap is a winner! It's definitely a must have guide to having a thoroughly planned and successful project."**

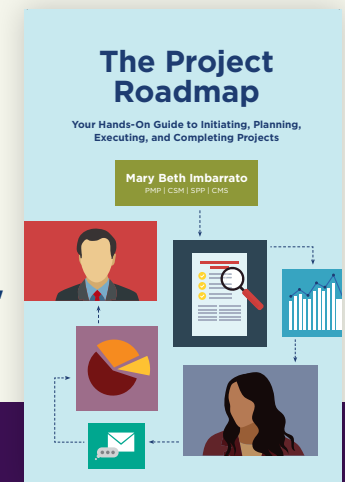
Juli, CAP, OM, PM, RM - Administrative Assistant

**"The Project Roadmap is a great resource to have at your fingertips. As an Admin, I do a lot of projects, but this book has helped me to excel even more when completing my work."**

Angie, CAP, RM, PM - Administrative Assistant

**"The little Project Management Book that could and DID! Don't let its small size fool you; it's filled with everyday project management applications, "How To's" and terminology in a methodical and easy to follow format. It's also the perfect desk reference for individuals like myself."**

Dinah, CAP, PM - Executive Management Assistant



To order your copy of The Project Roadmap, visit the [MBI Consulting product page](#).