

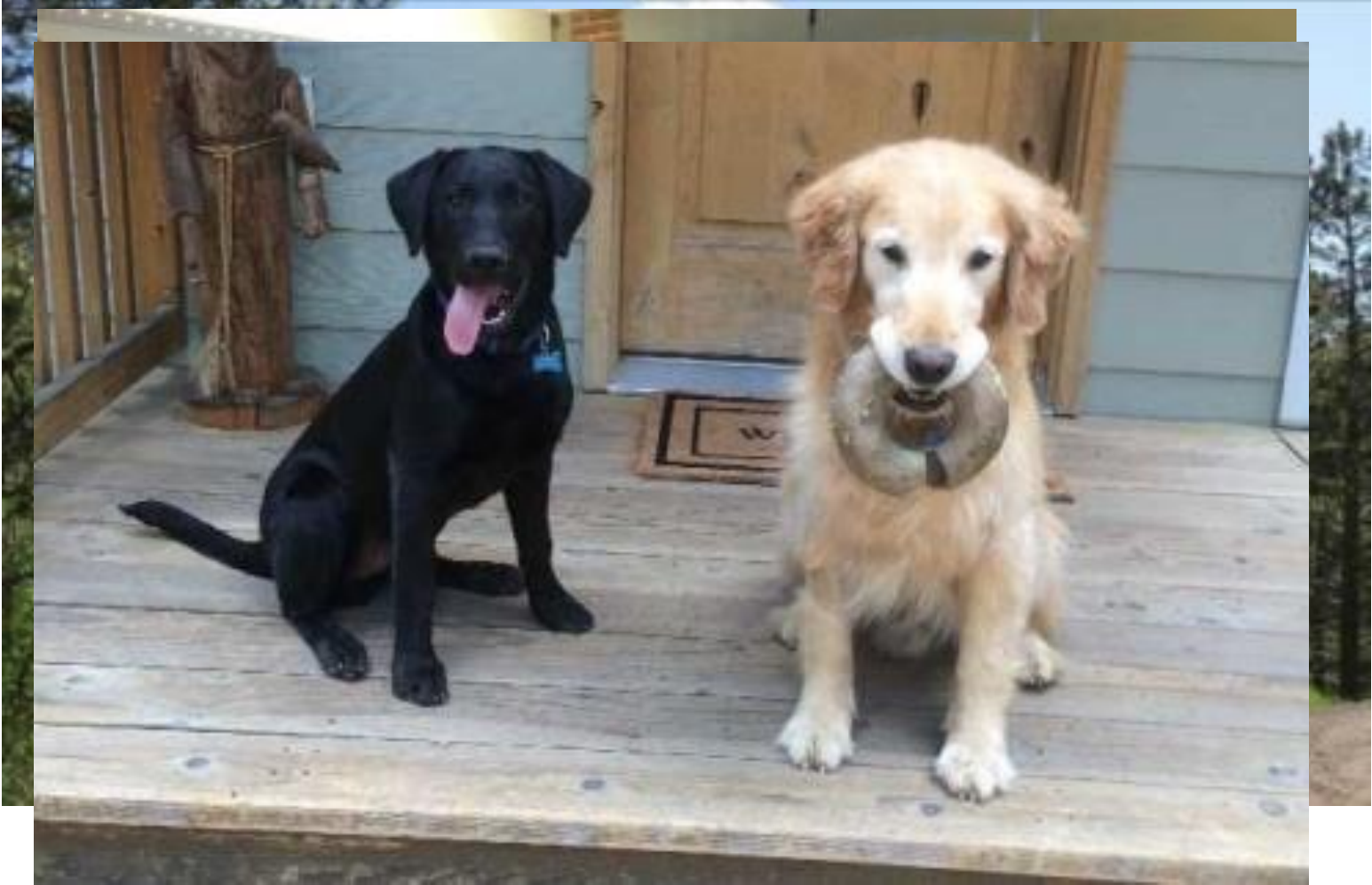
THE GAP BETWEEN 'MEMBERSHIP' AND 'OWNERSHIP'

And What You Can-and Can't-Do About It

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REGION 1 AND 7 LEADERSHIP MEETING
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My Background



Project Manager, MCI
Fighter Pilot Member, Ramp Force
PMO Manager, Colorado Springs Utilities

The Gap between 'Membership' and 'Ownership'...



The Gap between Membership and Ownership

- Levels of Commitment
- SWOT Analysis
- Biggest Competitive Edge and Opportunity
- An Ownership Flying Story/Lessons Learned

Ownership

“Did you have a nice weekend, or do you own your own home?”

A man in a grey suit and light blue shirt is carrying a large, heavy rock on his back. The rock is tilted and has a small house with a red roof and green lawn on its surface. The man is looking down and to the right, appearing to be in physical strain. The background is plain white.

Ownership Challenges

- Am I fulfilling my charter?
 - Am I meeting the needs of my clientele?
- Am I keeping the organization financially solvent?
- Is my business model sustainable?
- How can the organization provide more value to stakeholders?

Levels of Commitment

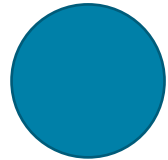
- 'Owner'
- Volunteer
- Participant
- Member



Chapter Demographics



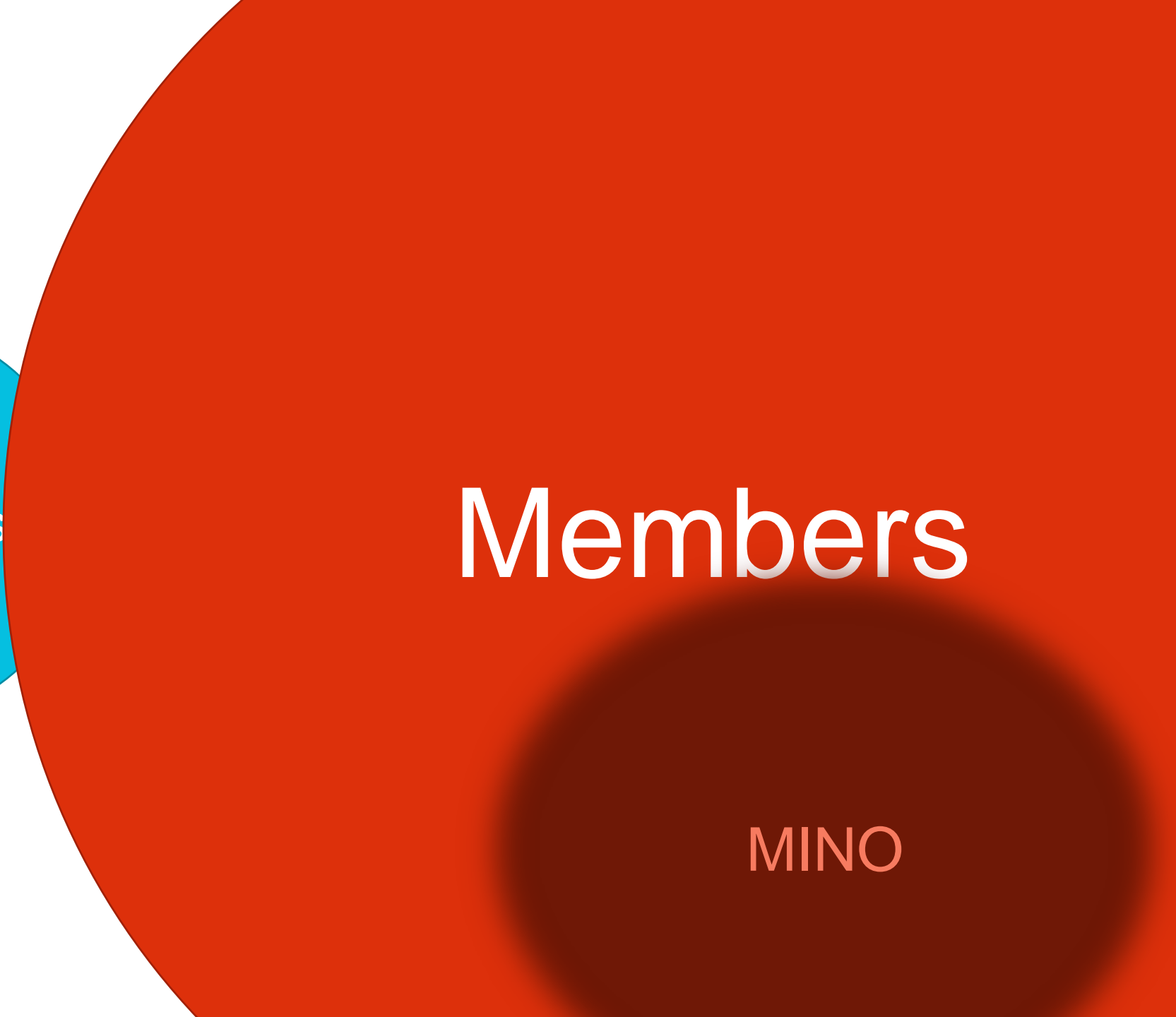
Board



Volunteers



Participants



Members

MINO

Why does someone want to be a Chapter member?

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CHAPTER FEUD

Why does someone want to be a Chapter member?

- Professional Development/Learning
- Pursuing Certification
- PDUs
- Networking
- Volunteer Opportunities
- Fellowship
- Resume Building
- Other

Why does someone want to be a Chapter member... but not participate?

- Professional Development/Learning
- Pursuing Certification
- PDUs
- Networking
- Volunteer Opportunities
- Fellowship
- Resume Building
- Other

*'DDot
Have
Time'*

Spending it with the Competition

Reasons for Membership	Competition	Competitive Advantage
Professional Development/PDUs	Webinars, E-learning, seminars, formal classes	
Pursuing Certification	Certification classes, on their own	
Networking	The workplace, other professional organizations	
Volunteer Opportunities	Multiple non-profits	
Fellowship	Every bar in town	
Resume Building/Other	Who knows?	

Professional Development/Learning PDU's

The Competition: Webinars, E-learning, seminars, formal classes

Our Competitive Edge: In-person learning

Opportunities:

- Special events: Workshops, Conference
- Consistency
 - Jan-Jun: In person meeting
 - Jul-Aug: Break meeting
 - Sep-Nov: In person meeting



In-person learning tops the list.

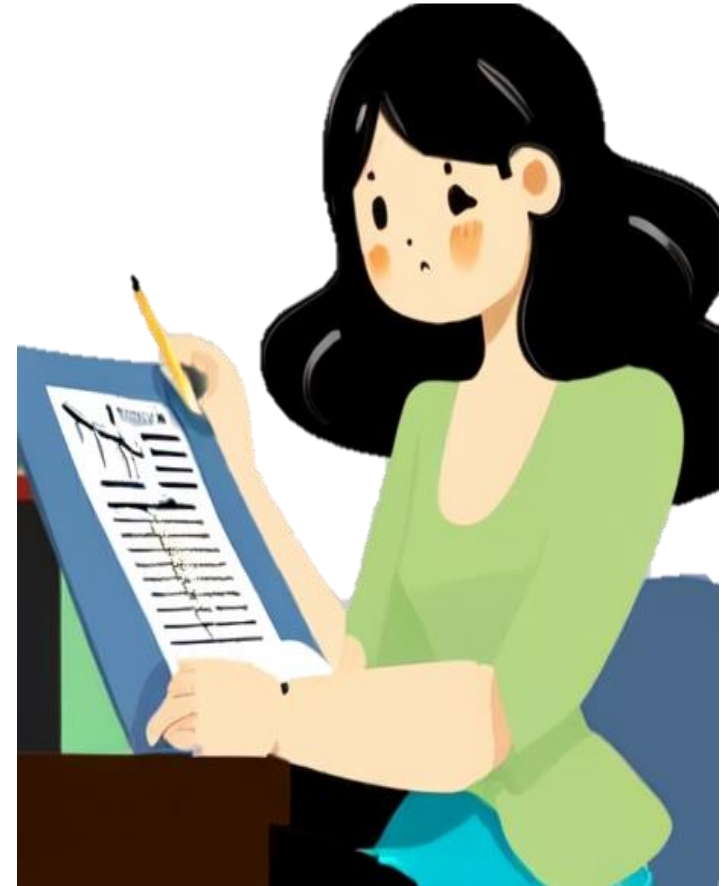
Certification

The Competition: Certification classes, on their own

Our Competitive Edge: We're PMI!

Opportunities:

- Facilitate the journey
- Road map
- Assistance/Mentorship
- Partnership
- Feedback from recent recipients
 - What was hard?
 - How could we have helped?
 - Would you be a mentor?
 - How can you help the chapter?
 - Would you give a 'TED' talk on getting certified?



Networking

The Competition: The workplace, other organizations

Our Competitive Edge: Great PM connections

Opportunities:

- Partnerships
 - Local Colleges
 - Military
 - Government, Chamber of Commerce, EDC
 - Key Employers
 - The Construction Industry
 - Non-profits

Do they have:

PMO
CPO

Have you asked:

Attend your meeting
Give a presentation

Talk about their organization ('TED' talk)

Host a meeting

Collaboration beats competition.



Community Leadership Programs



HAWAII LEADERSHIP FORUM



Volunteer

The Competition: Multiple non-profits
Our Competitive Edge: Direct contact



Why People Volunteer

- A personal tie to the cause
- Saw a need/want to make a difference/be a part of something bigger
- Meet people/make friends
- Friends/family involved
- Opportunity to learn or develop new skills
- Make connections
- Build a resume

“My parole officer checks up on me.”



Why People Don't Volunteer

- Don't have time
- Don't want an ongoing commitment
- Don't have the right skills/experience
- It's too difficult to get involved
- Don't have enough information
- Most volunteer roles aren't interesting

No one asked me!

Realize that you may be a victim of your own success.

Fellowship

The Competition: Every bar in town
Our Competitive



Reasons for Membership	Competition	Competitive Advantage
Professional Development/PDUs	Webinars, E-learning, seminars, formal classes	In-person learning
Pursuing Certification	Certification classes, on their own	We're PMI!
Networking	The workplace, other professional organizations	Great PM connections
Volunteer Opportunities	Multiple non-profits	Direct contact
Fellowship	Every bar in town	Interesting opportunities
Resume Building/Other	Who knows?	No

Our Biggest C **Value combo meeting!**

ALL for one low price!

- In-person Presentation
- 2 PDUs
- Networking
- Fellowship
- Volunteer Opportunities



Our Biggest Opportunity: Communication

Are we communicating:

- More?
- Better?

Communication Opportunities

- In-person IS better
- One-on-one is BEST
- 'TED' type talks
 - Our Learning, Networking, and Fellowship Partners
 - Newly certificate awardees
 - 'Unconference'
- 'One-on-one' surveys
- Be cautious about communicating 'more'



Communicate with Intention!

An 'Ownership' Flying Story: *"Let go of the stick, Milo!"*



FALCON CO-CAPTAINS



CHRIS MILODRAGOVICH

HARD-RUNNING FULLBACK

A senior from Butte, Montana, Chris Milodragovich was shifted to fullback last season, moving into the starting berth and winding up with 276 yards, third best rushing mark on the team. Toughness and strength are two of his main assets but he's not afraid to throw the tough block.

A two-year letterman, this 6-1, 208-pounder was the starting tailback two seasons ago, coming up with 583 yards, at that time the best rushing total in history by a Falcon sophomore back. His best day was against Davidson with 179 yards on 29 carries, the second best rushing day in school history.

Milodragovich is a well-rounded athlete who earned Montana all-state honors for three years as a halfback, also lettering in wrestling and track. He was also an outstanding boxer and was the Montana A.A.U. light heavyweight champion while still in high school.

A behavioral sciences major, he has his silver parachutist wings with five jumps to his credit.





T-37 Spin Recovery Procedure

- 1. Throttles – Idle**
- 2. Rudder and Ailerons – Neutral**
- 3. Stick – Abruptly Full Aft and Hold**
- 4. Rudder – Abruptly apply Full Rudder
Opposite Spin Direction and Hold**
- 5. Stick Abruptly Full Forward One Turn
After Applying Rudder**
- 6. Controls Neutral and Recover from
the Dive**



Lessons Learned

- Ownership can sometimes feel like spinning out of control
...and the Members don't help!
- Don't let your proficiency lull you in to complacency
...the unexpected is lurking.
- If the competition is stronger, you need to be smarter
...collaboration beats competition.
- ~~If they're not listening, choke off their air!~~
...communicate with intention!
- Even spinning inverted, you can enjoy the ride
...so make sure you're having fun!

Last Thought-Keep Looking Ahead



But don't forget to check six!

The Gap between Membership and Ownership

Questions/Comments

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