**OUTREACH**

BUSINESS/CORPORATE OUTREACH

# DESCRIPTION:

Elected or appointed volunteer responsible for developing relationships within the local business community to promote adoption of project management practices, the project management profession, and the chapter.

# RESPONSIBILITIES:

1. Identify and build relationships with businesses in the chapter’s local area to engage with and maintain a record of contacts.
2. Use ThoughtSpot membership data and other sources to identify potential business contacts.
3. Learn what the chapter is or is not providing to identified organizations.
4. Create the value proposition for why a business would engage with the chapter.
5. Establish internal processes to sustain business relationships.
6. Investigate usage of CRM or other tools to capture business contact information.
7. Work with other functional areas such as professional development to provide value to the business outreach members.
8. Develop an overall strategy that supports the overall strategies of the chapter and PMI.
9. Develop goals/objectives to measure success and maintain corporate outreach budget.
10. Conceive and implement innovative programs to support corporate outreach strategies.
11. Evaluate and maintain existing corporate outreach programs and partnerships or monitor activities of outreach volunteers assigned to manage the program.
12. Research and utilize PMI materials to support designated outreach activities.
13. Work with volunteer engagement to recruit and onboard any corporate outreach team members.
14. Establish relationships with professional organizations already engaged with corporations identified as potential engagement partners.
15. Represent the chapter to area corporations to develop partnerships and expand the practice of project/program/portfolio management that will add value and benefits.
16. Once the corporate partners have been identified, create and execute the agreed upon initiatives.
17. Establish and maintain relationships with appropriate groups/individuals within potential partnership corporations.
18. Provide leadership for corporate outreach events and lead the corporate outreach team in these areas.
19. Provide timely, open communications and updates on activities to leadership.
20. Contribute to a knowledge base for presentations, templates, images, etc., that can be referenced and repurposed for all Outreach programs.
21. Work with chapter leadership to promote outreach activities.
22. Explore opportunities for corporate outreach partners to make presentations at the chapter breakfast roundtable, career development network meetings, or to host outreach events and collaborate on projects that benefit the

community.

1. Once a new relationship is established at an organization, introduce PMI’s business development lead (bdl) when necessary.
2. Develop and implement succession and transition plan for the role.

# BUSINESS ACUMEN SKILLS:

* + Leadership abilities
	+ Influence
	+ Context and situational awareness
	+ Public speaking/presentation
	+ Relationship building

# POWER SKILLS:

* + Time management
	+ Productivity
	+ Critical thinking
	+ Problem solving
	+ Teamwork
	+ Emotional intelligence
	+ Organization

Functional Areas and Associated Roles and Responsibilities

Chapter Volunteer

36 Role Delineation Study Results