

Monthly 2024 NEWSLETTER

President's Message

As we move ever closer to Christmas I'm delighted that 2024 has been such a successful year for PMI. So much has happened over the last 12 months.

I'm thrilled that the PMI National Project Awards, in association with PwC, on 14th November was such a success. It was a fabulous evening of celebration of all of our amazing finalists and winners. There is so much talent in project management in Ireland and the future looks very bright with our amazing Under 35 Changemakers. A big congratulations to all.

We are moving to a new single membership model in 2025 and please take time to understand what this means for you. We are the first country in Europe to move to PMI's new membership model and we will significantly expand our membership in Ireland.

I wish you a very happy Christmas and hope that you have a great family and friends time over the festive period. I look forward to working with you again in 2025 with many exciting plans in train.

As always, I welcome your feedback, ideas and thoughts on how we can continually develop your profession.



Peter Glynne, President

pglynne@pmi-ireland.org

National Project Awards 2024: An Amazing Evening



Pictured left to right: Under 35 Changemakers: James Doggart (KSN Project Management), Rebecca Keenan (Expleo); Laura McDermott (Colectivo), Sean Higgins (DAA) and Kevin Quinlan (ESB - not in picture)

What a night at the PMI National Project Awards on Thursday 14th November! The event was nothing short of spectacular as we celebrated the best in project management at the National Project Awards, proudly sponsored by PwC Ireland. The room was electric with energy, and the smiles on the faces of our winners and attendees truly captured the spirit of the evening!

A heartfelt thank you to our sponsors for their invaluable support, and congratulations to all the finalists and winners of the night!

The winners were:

PMO of the Year - Aerogen PMO

Project Management for Social Good - Together, we are stronger - ActionAid Ireland

Private Sector Project of the Year - Next Generation Global WAN Solution - Primark

Public Sector Project of the Year - The Cork University Hospital (CUH) / Mercy University Hospital (MUH) Paediatric Reconfiguration project - Health Service Executive (HSE)

Project Professional of the Year - Ian Fitzsimons, Expleo

AI and Technology Project of the Year - Waiting List Batch Suspensions Automation, GUH - HSE, Technology and Transformation

Excellence In Innovation Projects of the Year

Sustainability Impact Project of the Year - The Development, Launch and Implementation of Teagasc's Climate Action Strategy 2022-2030 - Teagasc – the Agriculture and Food Development Authority

Healthcare and Medical Devices Project of the Year - Enhanced Community Care (ECC) - Health Service Executive (HSE)

Under 35 Changemakers - Laura McDermott (Colectivo), Rebecca Keenan (Expleo), Sean Higgins (DAA), Kevin Quinlan (ESB) and James Doggart (KSN Project Management)

A **BIG** thank you to our sponsors who make the awards happen:

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Important Membership Update: Single Membership



A short video from our President, Peter Glynn introducing Single Membership.

On 28th January 2025, our chapter is transitioning to PMI's new membership model. This change will combine your PMI and chapter memberships, making your experience more efficient as you access both your local and global PMI resources through one unified, membership.

We are delighted to be the first Chapter in Europe to adopt the membership model with your continued support.

What this means for you:

- **Simplified access:** The new membership model now gives you seamless access to both local chapter benefits and PMI's global resources—no more managing separate memberships.
- **Maximized network:** Connect with a larger community of Project Professionals, locally and globally, unlocking new opportunities for mentorship, collaboration, and professional growth.
- **Enhanced member experience:** With this unified membership, our chapter will be able to invest more in exclusive local events, programs, and resources that support your professional journey.
- **Diverse industry connections:** Engage with members from a wide range of industries, broadening your insights and career opportunities.
- **Local expertise, global insights:** Continue benefiting from our local chapter's resources while gaining access to PMI's global knowledge and thought leadership.

As your membership comes up for renewal, keep an eye out for emails from PMI. These will provide you with the next steps to ensure a smooth transition into your updated membership.

We're excited to support your continued growth and connection within our global community!

AI Series: Can Organisations Trust GenAI?



This month's article is written by Denis Makarov, who is the IT Solutions Program Manager at Sanbra Group Ltd. Denis has 18 years of experience in IT, over a decade working in Project Management within Supply Chain, Logistics and Automotive and recently graduated with an MBA in Application of AI in Project Management.

GenAI is a completely new domain for most organisations, and they don't always know where to begin. In such cases, we suggest a research phase to provide proper guidance before listing the business needs and planning the roadmap.

Let's learn more about GenAI's capabilities and how the business can securely use them. In the previous newsletter article, we raised the question of whether an organisation can trust a Gen AI application with its private and confidential data. So the first essential step before starting experiments with GenAI is to address this question.

I offer to begin with the understanding of:

- **What we trust:** the organisation's data disclosure should be defined in the Data Governance policy with clarified boundaries.
- **To whom we trust:** I'll divide GenAI solutions into four types: Public, Corporate, Private, and RAG solutions. This time, we'll uncover the first one.

Public GenAI

Well-known ChatGPT and GeminiAI are from this league. The idea is to extract more information from Large Language Models using prompt engineering techniques than we currently disclose. We can explore the following use cases for project management:

- Solution market research;
- Technology market research;
- Industry best practices, experience insights and lessons learnt;
- Generate requirements, rank by Kano model and prioritise for MVP;
- Create a project plan with the critical milestones;
- Obtain advice regarding the team composition and expertise for the project;
- Fulfil the risk register ordered by severity and mitigation tactics;
- And numerous others.

The responses will be general but sufficient for achieving an essential understanding and self-testing. Additionally, references to the sources of the responses can provide significant value. However, using GenAI for simple search requests may not provide any advantages over search engines such as Google or Bing.

Risks: Be aware that on a certain level of details, the prompt itself becomes the source of the information and could leak it. Such cases have already happened previously with Samsung in May 2023. Since then, Public GenAI service providers have updated their privacy policies and introduced the ability to block the model's training on prompts.

Benefits: With no significant investments—only training in prompt engineering, time, and a willingness to experiment—we have gained access to an impressive knowledge base. Ultimately, it is up to the company to decide whether to use Public GenAI in accordance with the Data Governance policy.

If the organisation is looking to achieve higher response accuracy, especially in getting insights based on its data, this is the moment when the next GenAI type steps in.

In the next newsletter article, we will examine three more GenAI options: Corporate, Private, and RAG solutions.

EY State of Sustainability 2024 Report



In today's business landscape, sustainability has emerged as a pivotal challenge and opportunity, bridging the gap between profitability and responsibility. The new [EY State of Sustainability 2024](#) report underscores this shift, highlighting the increasing focus on sustainable practices among businesses. The report reveals a significant increase in the focus on sustainability within businesses in Ireland, with 81% of respondents noting a heightened emphasis within their organisations over the past year. This surge reflects a broader recognition of the link between sustainability and financial performance, influencing corporate strategies and operations.

As organisations strive to meet customer demands, investor expectations, and regulatory requirements, effective project management has become indispensable in driving sustainability initiatives.

However, the EY report also identifies considerable skills gaps in key areas essential for sustainability, particularly in project management and change management. Specifically, 35% of respondents highlighted a gap in project management skills. Additionally, 50% of respondents indicated a significant gap in skills to lead and manage organisational change towards more sustainable practices. These deficits underscore the need for organisations to invest in developing these competencies to ensure the successful implementation of their sustainability strategies.

Project management provides the structured approach necessary to plan, execute, and monitor sustainability projects effectively. It ensures that sustainability goals are aligned with overall business strategies, facilitating a cohesive approach to achieving long-term objectives. Key aspects of project management that are critical for sustainability include:

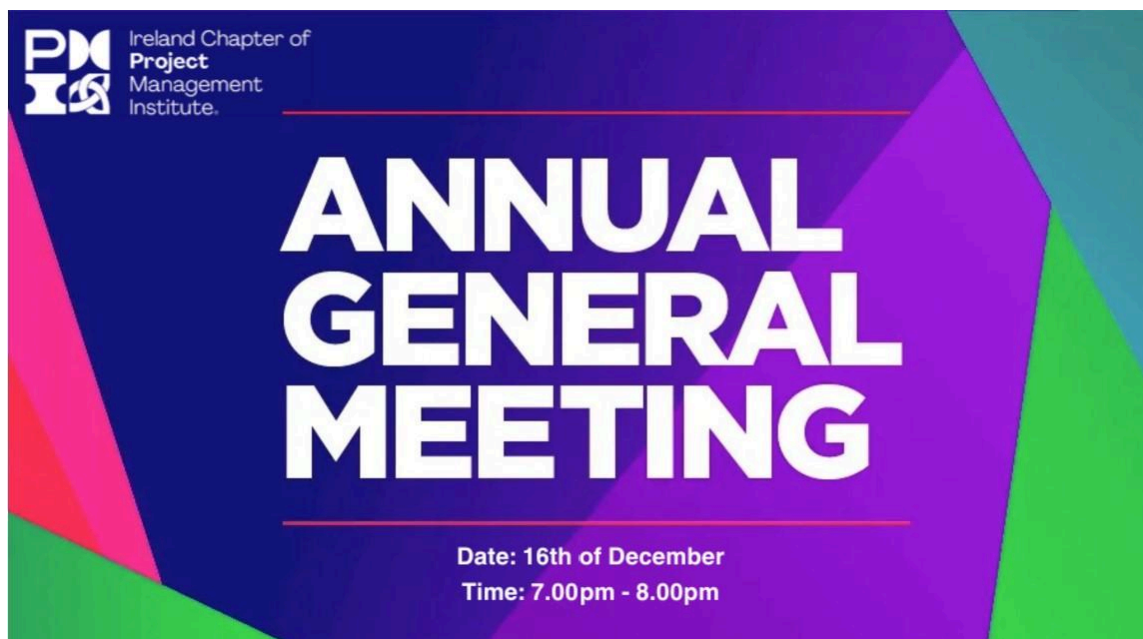
1. **Strategic Planning and Execution:** Project management enables organisations to develop comprehensive sustainability strategies, set clear objectives, and outline actionable plans. This structured approach ensures that sustainability initiatives are not only well-conceived but also effectively executed, driving tangible results.
2. **Risk and Materiality Assessments:** Conducting thorough risk and materiality assessments is essential for identifying key sustainability issues and prioritising actions. Project management frameworks facilitate these assessments, helping organisations to anticipate challenges and mitigate risks associated with sustainability projects.
3. **Monitoring and Accountability:** Establishing clear Key Performance Indicators (KPIs) and accountability mechanisms is crucial for tracking the progress of sustainability initiatives. Project management tools and techniques provide the necessary infrastructure to monitor performance, ensuring that projects stay on track and deliver the desired outcomes.

4. **Change Management:** The transition towards more sustainable practices often requires significant organisational change. Project management plays a vital role in managing this change, fostering a culture of sustainability, and ensuring that all stakeholders are engaged and aligned with the organisation's sustainability goals.

As businesses continue to navigate the complexities of sustainability, the role of project management in achieving sustainable outcomes becomes increasingly critical. By providing a structured approach to planning, executing, and monitoring sustainability initiatives, project management ensures that organisations can meet their sustainability goals, drive long-term value, and contribute to a more sustainable future. Investing in project management capabilities and addressing skills gaps will be essential for organisations seeking to thrive in this new era of integrated reporting and sustainable business practices.

Download the full report here: [EY State of Sustainability 2024 Report](#)

Annual General Meeting: 16th December



The 2024 Annual General Meeting (AGM) of the Ireland Chapter of PMI is being held on 16th December. It will include the results of the election of officers for 2025 for ratification. The meeting is virtual and open to all Ireland Chapter members.

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