

Selling your PMO to internal stakeholders

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Navanter [latin]: *with zeal; enthusiasm*

Housekeeping

- ±45 minutes + Q&A
- Engage & be active
- Use your phone!
- Be ready to learn
- Strive to work differently
- Take action on what you learn

A red ceramic mug filled with dark coffee sits on a rustic wooden surface. In the foreground, the words "IDENTIFY YOUR STRENGTHS" are spelled out using various wooden blocks of different colors and textures. A semi-transparent white circle is overlaid on the left side of the image, containing the text "Expectations" and a bulleted list.

Expectations

- **Beginner:** Possibilities & clarity
- **Intermediate:** Structure & focus
- **Advanced:** Validation & new ideas

The Plan

- The PMO problem
- Why it can be hard to convince stakeholders
- Sales 1: Benefits
- Sales 2: Languages
- Sales 3: Accents
- Bonus: *NPSI test*
- **TAKE ACTION!**

Learning together



Content



Context

Who am I?

- Director @ Navanter: sales, leadership & communication skills
- 15 years' experience in PM
- 20 years' experience in sales
- 10 years' experience in training

“Neil showed continually during the course how to walk the talk.”

Jeremías Iglesias, Principal - IT Governance and Business Relations Division, European Central Bank

The problem

- 50% of PMOs close within 3 years
Source: APM
- 68% of stakeholders feel their PMOs are too bureaucratic
Source: 2013 Partner PPM summit
- 97% of organisations believe PM is critical to business success
Source: PWC

**PMOs are
valuable**

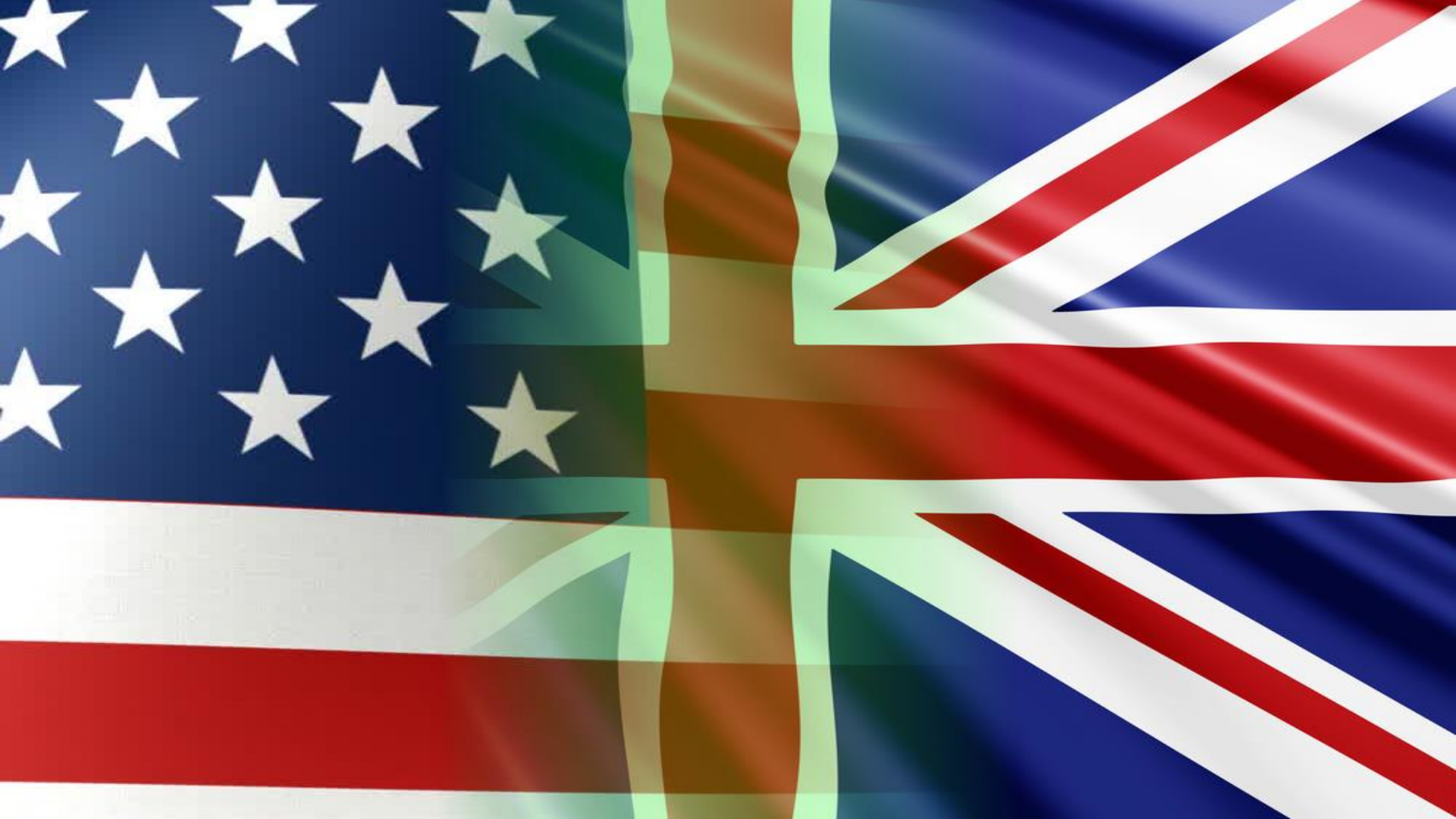
**They need ongoing
executive support**

**We need to constantly
sell the benefits**

A man in a white shirt and tie is painting the word "IMPOSSIBLE" on a concrete wall. He is using a long-handled roller to apply white paint over the dark letters. The wall is made of large concrete panels with visible joints and small circular holes. The man is standing on the left side of the frame, looking up at the wall.

IMPOSSIBLE

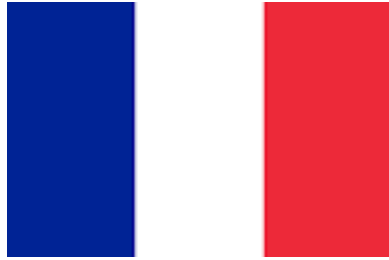
What drives me?



Get your
phones out!

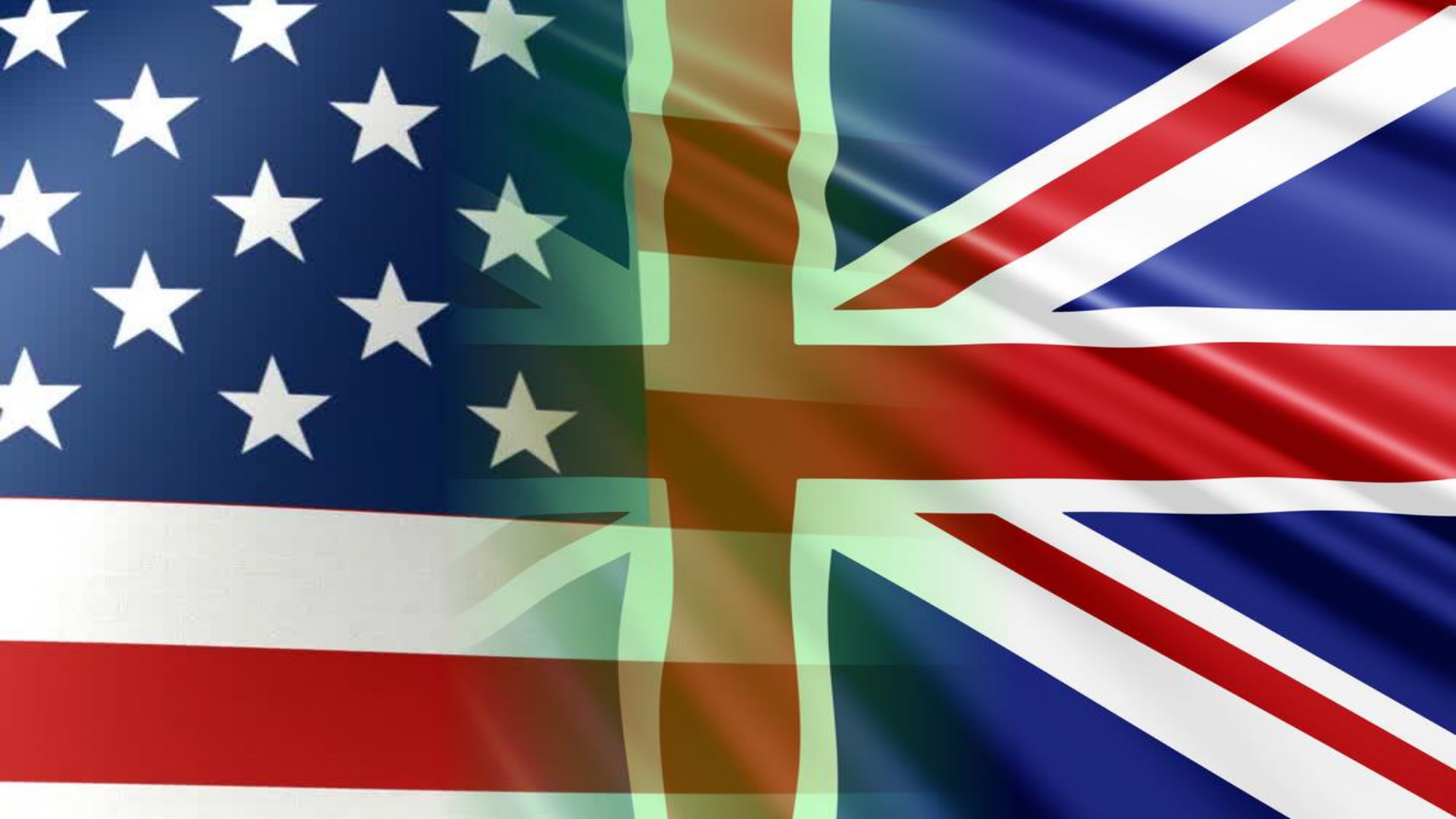
www.menti.com

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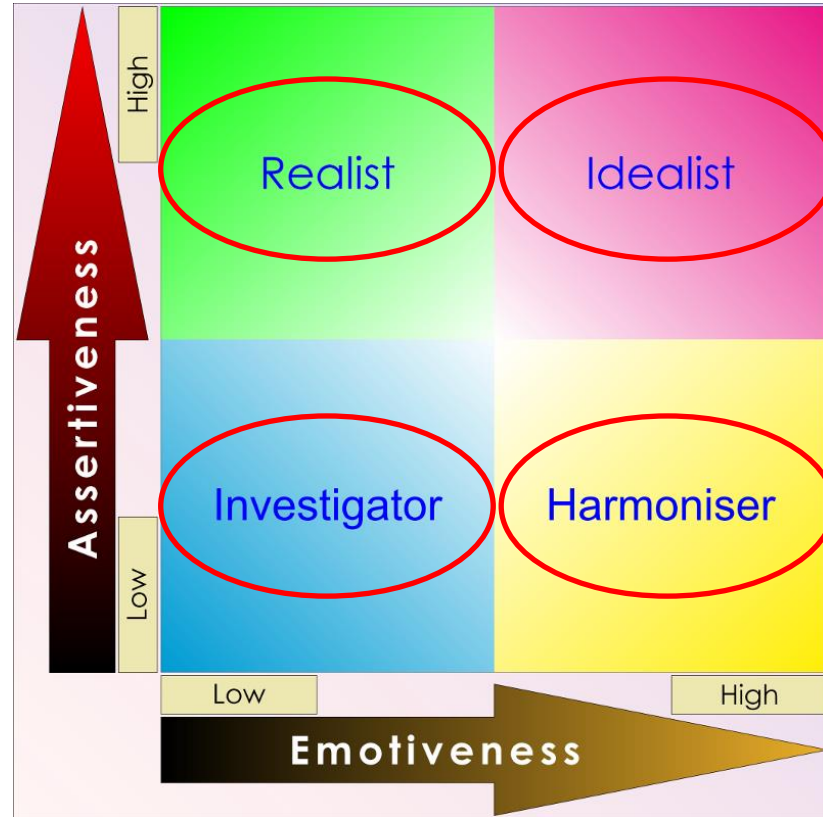


Stakeholder languages

- Strategic
- Financial
- User
- Compliance



Personality types



- Motivation
- Body language
- Words
- Tone of voice
- Preferred environment

Getting it right

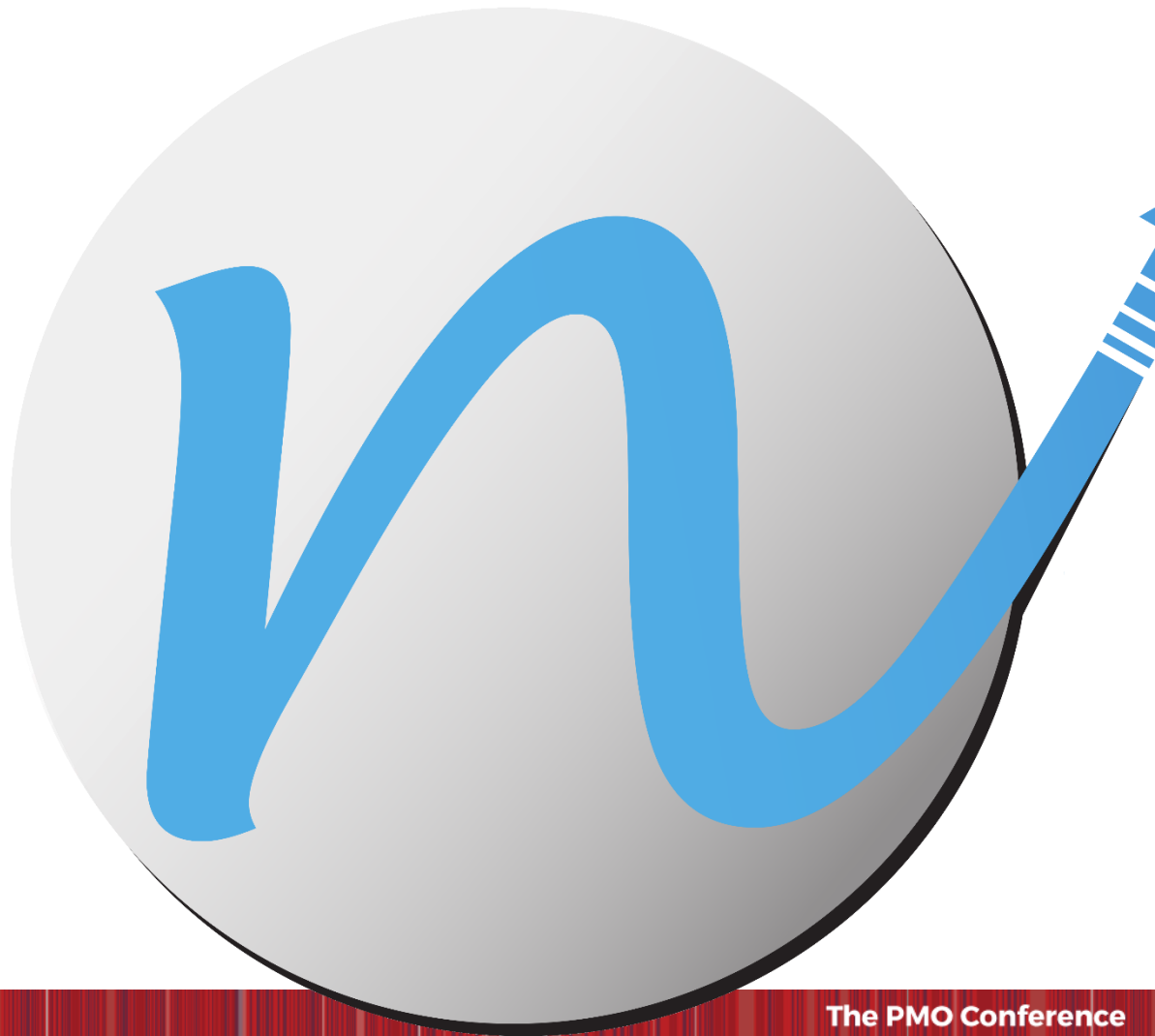
- Sell the benefits
 - Features
 - Advantages
 - Benefits
- In the right style
 - Realist
 - Idealist
 - Harmoniser
 - Investigator
- To individual stakeholders
 - Strategic
 - Financial
 - User
 - Compliance

Bonus!

**Navanter Personality
Style Instrument**

navanter.com/npsi

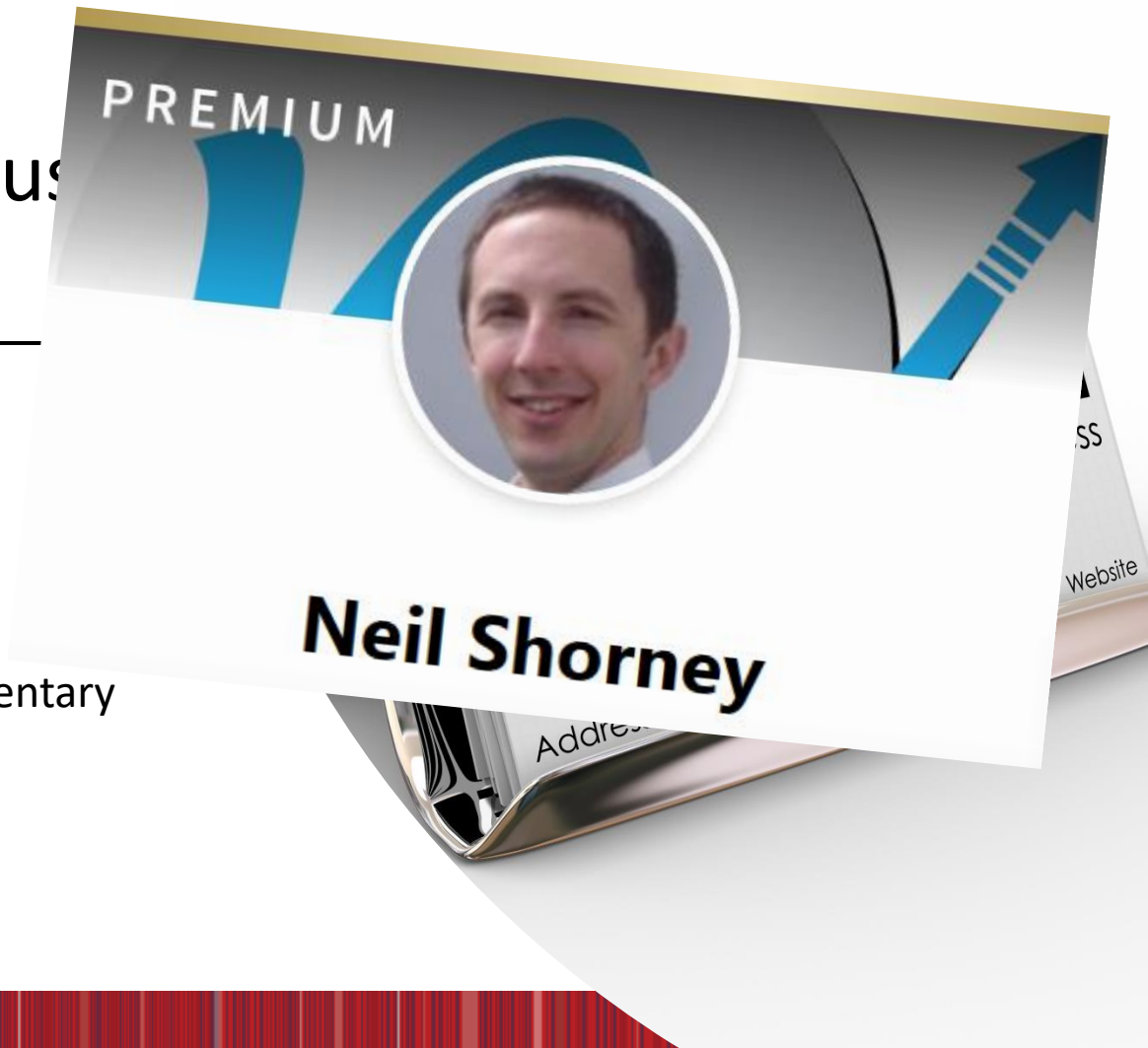
**Access code:
PMO2018**



And another bonus

1. Get on LinkedIn
2. Share your top action
3. Tag me [@Neil Shorney](#)

First 5 people will get a complimentary
1-hour online coaching session



Thank you!

Neil Shorney

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