
Project Management update from Argentina



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As I mentioned in the previous issue, on April 10th and 11th, we had a Regional Meeting of PMI Latin America South Leaders in Mendoza, Argentina, which exceeded all expectations, both in terms of quantity of attendees, over 70 volunteers from the PMI Chapters of Region 13 South, as well as the quality of the event, which received international speakers.

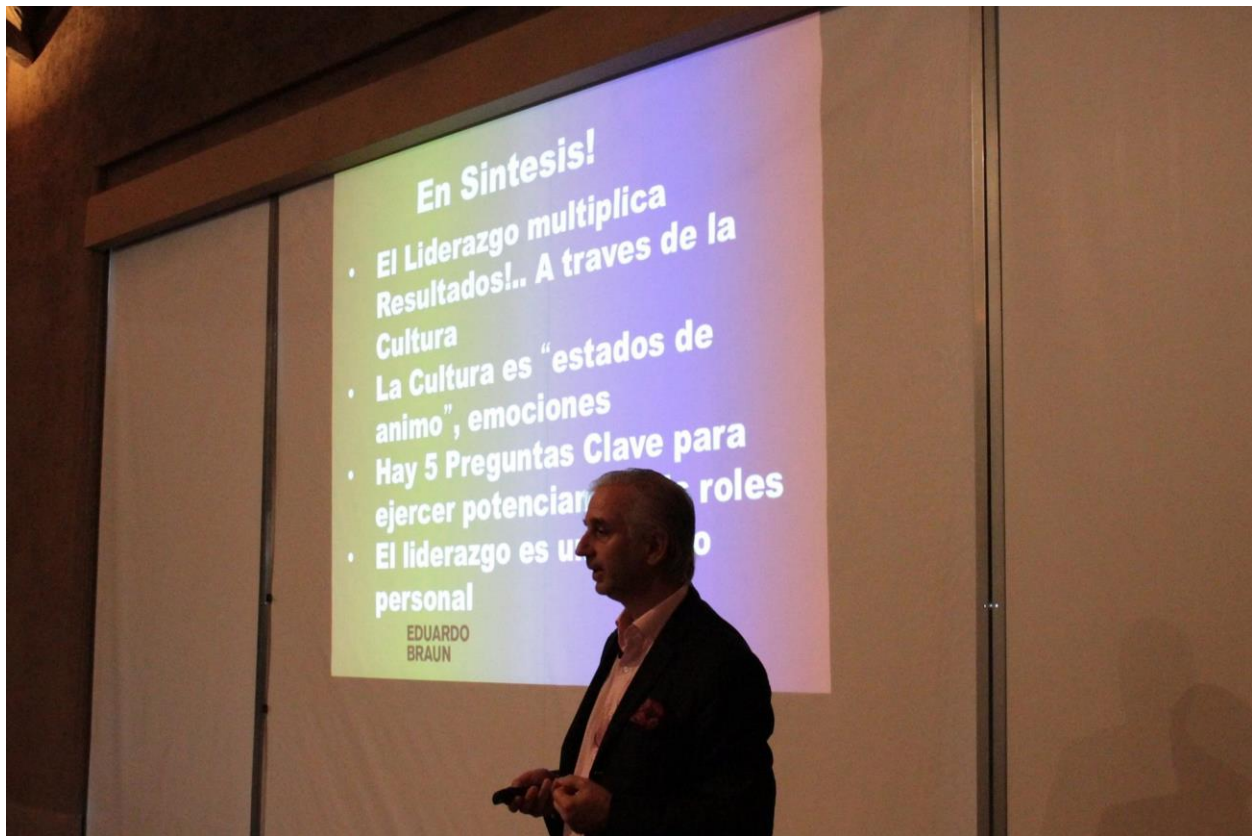
The team of volunteers from PMI Nuevo Cuyo Chapter, led by Gustavo Albera, Project Manager of the event and Past President of the Chapter, has been the host of the meeting of leaders and decided to include a leadership seminar for executives on the agenda, which was facilitated by the expert Eduardo Braun and that was held on Thursday April 9th.

Eduardo Braun's Seminar entitled "Lessons in Leadership in Times of Crisis" was held at the Bodega Vistalba, about 20 kilometers from the city of Mendoza, in a beautiful vineyards landscape. It has had the participation of 70 persons among which 50 were entrepreneurs and senior executives of Mendoza's companies who had never heard about PMI or project management, so this seminar has become an excellent introduction letter.

Eduardo Braun, founder of "Management TV", famous channel signal transmitted through Latin America, reaching 14 million households and 25 countries, shared the secrets of leadership style from successful global celebrities of business and how they overcame moments of crisis.

Braun included in his presentation, excerpts from his interviews with some of the most important world leaders like Bill Clinton, Tony Blair, Jack Welch, Herb Kelleher and others.

Braun stressed the importance of culture in leadership stating that "Leaders create cultures that multiply results" and that "culture is about people, about mood". Braun illustrates this concept with phrases such as "Culture is more important than strategy", said by Tony Hsieh, CEO of Zappos.com on-line shoe shop, "Culture is not part of the strategy. It is the strategy" by Jim Collins, author of the bestseller "Good to Great" and "Our advantage over our competitors is the attitude of our people" mentioned by Herb Kelleher, CEO of Southwest Airlines.



(Photo: Eduardo Braun giving his presentation)

Eduardo Braun's inspiring and motivating speech concluded with a great example of Leadership: Pope Francis who, since taking over the leadership of the Catholic Church, is changing the culture of this institution, directing it towards his dream: "a poor church for poor people".

The seminar continued with a panel of four of Mendoza's entrepreneurs interviewed by the same Eduardo Braun, who shared their experiences and key learnings.

Interviewed Entrepreneurs were Carlos Pulenta, President of Bodega Vistalba, where this seminar was held, and CEO of a major international group in the wine industry; Alfredo Romano, President of Mendoza Business Council, entrepreneur and President of Alfredo Romano Consultants; Engineer Carlos Arroyo, President of Green S.A. construction and real estate company developing major projects in the Argentine provinces of Mendoza and San Luis; and Osvaldo Pagano, President of Montemar Finance Company, a major financial firm with over 60 years in the market.



(Photo: Four major Mendoza entrepreneurs being interviewed by Eduardo Braun)

As Gustavo Albera said, *"The interview was an unprecedented and very enriching experience. Allowed us to listen, on live, to leaders of major companies in the region about their vision of the business world, the challenges of managing culture in organizations and leadership"*.

Yolanda Ramirez, PMI volunteer from Santa Cruz, Bolivia, at the end of the interview stressed that *"it drew the attention that these CEOs, when answering questions, were fully aligned with the messages previously exposed by Braun, consolidating his lesson"*.

The day ended with a pleasant surprise starring another great leader: Dr. Abel Albino, Argentine medical doctor who has been devoted to the treatment of child malnutrition through the creation and management of CONIN Foundation - Cooperative for Infant Nutrition.

After the emotional presentation made by Pablo Lledo, founder and first President of PMI Nuevo Cuyo Chapter, Dr. Albino has sensitized the audience on the responsibility everyone has to contribute to the eradication of child malnutrition that generates a lifelong brain damage to each child who suffers it. *"In Argentina, brains injured by malnutrition -injured for life-, are millions, and we are surrounded not only by hunger, also by irreparable brain damage"* - said the speaker.



(Foto: Pablo Lledó presentando al Dr. Abel Albino)

Dr. Abel Albino added that "it's possible to eradicate poverty taking care of five essential needs: the first one is nutrition during the first year of life as a priority, due to the fact that it is the period of greatest growth of the brain, including here affection and containment that will feed esteem and confidence of the child; it will form a good basis for the second need, that is education (education and culture); then comes warm running water, sewers and last, electricity provision in each house. From there on, new generations with greater potential to succeed will appear and we will have the country we all want".



(Photo: Dr. Abel Albino and Eduardo Braun)

Moved and excited by the words of Dr. Albino, participants expressed great satisfaction with this event and requested new editions, so the work of PMI Chapter Nuevo has paid off!

I have received very good comments about this leadership seminar, among which are the following:

"While Eduardo made us reflect on how leaders must manage, not only via indicators, but thinking in people, Abel gave us an energetic lecture about life in society and all that has to be done to have a real development that benefits us all" explained Jorge Palomino, volunteer from PMI Lima Chapter.

"Dr. Albino, personified everything a great leader should be, was the live summary of what Eduardo Braun came to teach us", said Yolanda Ramirez, who is also a pediatrician doctor and is planning to promote the creation of Conín Foundation in Bolivia.

Also Juan Marcelo Yáñez, VP of Communications at PMI Santa Cruz Bolivia Chapter commented *"This seminar was of an impeccable standard, which surpasses the*

expectation for professional growth and business development with practical advice for the leadership of the XXI Century. Interviews with important businessmen from Mendoza and the world, giving the secret of their success in their corporations, are an invaluable advice that neither the Master studies nor the practice of the profession have given me. We'll Eternally thank Mr. Eduardo Braun for his generosity in sharing his expertise to use new proven tools to lead successful teams of work".

Adds of Mr Yañez, "The interview with Dr. Abel Albino, made me feel great empathy with problems in my country, Bolivia, a country that seeks but does not solve its problems of the past. He filled me with a lot of motivation, he is a "Lord DOCTOR" as few in the world looking for the dignity and welfare of human beings especially in childhood".



(Photo: Dr. Abel Albino with PMI Santa Cruz Bolivia Chapter's volunteers)

In the next issue of this report I will relate the magnificent experience of the Regional Meeting of PMI Leaders from Southern Latin American that took place on Friday 10 and Saturday 11, continuing this great seminar.



(Photo: Gustavo Albera, PM of this event with Eduardo Braun at the end of the seminar)



(Photo: Vistalba Winery)

Find more photos of this Seminar at: [PMI Nuevo Cuyo facebook album](#)

For more information about local Project Management events, browse **PMI Buenos Aires Argentina Chapter** [website](#) and **PMI Nuevo Cuyo Argentina Chapter** [website](#).

About the Author



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Cecilia Boggi, PMP is founder and Executive Director of activePMO, giving consulting services and training in Project Management and Leadership skills in Argentina and Latin America.

After graduating with a degree in Computer Science Engineering from Universidad de Buenos Aires, Argentina, she has managed software development projects and PMO implementation projects for more than 20 years both in the government and private sector. Cecilia also has graduated from an Executive Program in Business Management at Universidad del CEMA. She holds the Project Management Professional (PMP®) credential since 2003, is certified as SDI Facilitator from Personal Strengths© and is alumni of the PMI Leadership Institute Master Class 2012. Ms. Boggi is Past President of the PMI Buenos Aires Argentina Chapter, and is a founding member of the PMI Nuevo Cuyo Chapter and PMI Santa Cruz Bolivia Chapter. She has been designated by PMI in the role of Mentor of Region 13, Latin America South, for the years 2014-2016. Cecilia has participated in the development of PMBOK® Guide 5th Edition, leading the Chapter 9, Human Resource Management, content team and she is professor of Project Management in some Universities and Institutes in Argentina, Chile, Peru and Bolivia.

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