

## **Project Management in Spain: Monthly report**

End of May 2016



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### **PMI EMEA Congress 2016 in Barcelona**

Last May 9th, 10th and 11<sup>th</sup>, the PMI EMEA Congress was celebrated in Barcelona. There were more than six hundred attendees coming from Europe, Africa and Middle East. Spain had several representatives and volunteers coming from PMI Madrid and Barcelona Chapters.



Alfonso Bucero, David Hillson, Mercedes Martinez and Carlos Pampliega



Alfonso Bucero with Elisabet Duocastella and a PMI Barcelona Chapter volunteer

During the Congress we had the opportunity to meet with some colleagues, volunteers, and friends from the PMI family.



Some pictures taken during the Congress in Barcelona. We can see at the pictures above Dr. Thomas Juli, Congress presenter, with Alfonso Bucero and Randall L. Englund; Alfonso with Carlos Pampliega in the central picture and finally a picture from the PMI EMEA Congress Closing session where the city of Rome was announced as the new host city for the PMI EMEA Congress 2017.

## **New PMI Madrid Chapter President interview**

### **Claudia Alcelay**

#### **1. Claudia, what is your opinion about Project Management in Spain, regarding project management implementation, use and maturity?**

During the last decades, Project Management had advanced in Spanish companies, incorporating project management to the daily basis and looking for excellence and quality parameters. At industries like Civil Engineering, Information technology, Chemistry, etc, the increase of demand of project managers is undeniable with the particularity, for example, that for civil work firms more than 80% is coming from abroad, what requires high level qualified professionals, with previous experience, who speaks several languages and with a master degree.

Together with this market requirement, during the last years, Project Management is penetrating transversally in Spanish organizations, beyond the technical areas, where project management has been applied traditionally in a natural way. A more and more frequent scenario is that professionals from sales, marketing, quality or logistics are understanding what is a project and they are supporting it in a daily basis. This integral concept about project management is permeating all organization profiles. Furthermore, we can say that beyond its traditional link with technical industries, Project Management is advancing in other areas like sports, public administration or NGOs.

On the other hand, smaller companies are starting to understand that Management efficiency and results maximization are reinforced through the application of project management processes. Then, smoothly, and with a different degree of implementation,

they are starting to introduce project management procedures.

But, where I can see more evolution is at Management level and their awareness of having a great and difficult challenge, being strategic directors in a continuous changing environment. To be informed, knowing experiences, sharing it, learning, ... I believe that we are being more and more collaborative, now we are not fear about incorporating new management and new methodologies. We make mistakes and learn from it and in the process we add value to our organizations. We are in a very interesting moment in the profession in Spain.

## **2. What are your challenges as a new PMI Madrid Chapter President?**

The PMI Madrid Chapter has a solid path that is translated to an exponential growth in terms of membership and a good maturity level about the services offered to their membership. Currently the Chapter counts on 1723 members, three “branches” and sixteen sponsors. Among the more mature activities are their monthly membership meetings, the “webinars”, the Annual Congress and the project management encounters.

Following that sustainable evolution pattern and with the motivation and good work from the Chapter Board, volunteers and sponsors, we continue betting on positioning as a referent in project management either for organizations and professionals in our geographic environment. That purpose derives on the following objectives:

- To improve and diversify the offered membership services. Being its satisfaction ratios very high, now we are looking for covering the variety of expectations they are approaching the Chapter. Initiatives like job postings, the leadership laboratory, the mentoring program, the training bonuses or the PMI-MSP social club follow that approach. To increase its retention ratio to 75% is a challenge without any doubt.
- To empower the volunteer’s role, filtering the Chapter’s needs and the proposals of collaboration. This is a pending subject we had and that have been pushed with the recent Volunteer Career Plan, that translates the creation of a frame for the volunteer development, volunteer’s proposals centralization through VRMS, a more direct contact with them...
- Continue keeping the number and involvement level from Chapter Sponsors, sharing with them several scenarios to spread out their activities and networking. The sponsors continue being an important funding source for the Chapter, furthermore covering one of our more successful initiatives, the training bonuses, that last year offered training for more than 100.000€.
- On the other hand, inside Spanish education business, we have started to move forward to spread out the project Management practices in the school environment,

through PMIEF program, and in the university environment, through the “Academic Outreach” program. We want to launch programs and good PMI practices in these industries, involving children and young people on that purpose is a challenge.

### **3. Where do you want to place the Chapter in two years from now?**

Without any doubt our Chapter needs to continue being an encounter point for their membership. A alive space, transmitting global trends, where fulfill their curiosity, where every member finds his/her place for getting knowledge and growing up, a place where we, as project managers, “want to be”. Our chapter needs to be also present outside our borders. We have to learn and share among other Chapters, from other experiences and professionals, to enrich the member’s experience.

We need to sit down with the Public Administration and find synergies, create awareness of the importance of project management, about the procedures and standards we use, in a context of modernization for the Public Administration, which advocates for efficiency and sustainability parameters where we believe that our profession makes sense.

### **4. What would you say to the project Management beginners?**

We are starting in the profession because many reasons, but we believe in because we can see its benefits. If we take into account that every organization, regardless its size, manages projects, the decision of being a Project Manager means a great starting point in a professional career.

I’d like to add, once we are located in that favorable context, we need to take into account the changing environment and the growing demand of project professionals able to be adapted, what means an special priority for learning. I am not only talking about technical knowledge implying some specialization, for example, in agile methodologies, water fall, risk management, scheduling, “business analysis”... but an integral knowledge, aligned with the “talent Triangle”. Let’s strengthen our curiosity to be good leaders, collaborative, emphatic, encouraging our team, able to motivate. But also let’s be interested in understanding our organizational context and the market in which we are, because understanding it we will be able to add value to the Customer and grow. Project Management is a discipline for your business and for your life.

### **5. Do you think Project Management is necessary in Spain, to whom?**

The last “PMI Talent Gap” report says that on 2020 6 million of project Management Jobs will be created. The labor market being started on this discipline is going to be huge. That implies a need of project professionals but it also implies a work well done, good project

planning, stakeholder understanding, what means a value increase or a control process. If Project Management means “to have a good head” and I believe so, then it is necessary and applicable in any context and situation, mainly if we are betting for a sustainable growth, efficiency and effectivity. There are three scenarios that complement each other and where Project Management can help us to advance firmly, the right strategy and common sense.

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## About the Author



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**Alfonso Bucero**, MSc, CPS, PMP, PMI-RMP, PfMP, PMI Fellow, is an International Correspondent and Contributing Editor for the *PM World Journal* in Madrid, Spain. Mr. Bucero is also founder and Managing Partner of BUCERO PM Consulting. Alfonso was the founder, sponsor and president of the PMI Barcelona Chapter until April 2005, and belongs to PMI’s LIAG (Leadership Institute Advisory Group). He was the past President of the PMI Madrid Spain Chapter, and then nominated as a PMI EMEA Region 8 Component Mentor. Now he is a member of the PMIEF Engagement Committee. Alfonso has a Computer Science Engineering degree from Universidad Politécnica in Madrid and is studying for his Ph.D. in Project Management. He has 32 years of practical experience and is actively engaged in advancing the PM profession in Spain and throughout Europe. He received the PMI Distinguished Contribution Award on October 9th, 2010 and the PMI Fellow Award on October 22<sup>nd</sup> 2011. Mr. Bucero can be contacted at [alfonso.bucero@abucero.com](mailto:alfonso.bucero@abucero.com).