

# How to transform your project management culture into a strategic capability.

Distinguished business strategist and execution expert Dr. Al Zeitoun delivers an exciting and insightful discussion of **how to set up your organization to achieve excellence by building an experience-driven culture**. The author expands on the proven 10 pillars of success set out in his previous work, *Project Management Next Generation: The Pillars for Organizational Excellence*, covering each of the 21st century skills your teams need to have to enhance the experiences of stakeholders. He also builds on the principles captured and analyzed in his work: *Program Management: Going beyond Project Management to enable Value-Driven Change*.

Readers will find:

- A thorough design of the adaptable future dynamic and adaptable future organization
- Comprehensive explorations of the success ingredients to creating a culture of innovation that drives transformative change
- Practical discussions of how project portfolio management skills have evolved and what the future holds for the role of project and portfolio leaders
- The human connection necessary for the inspiring leaders to achieve balance in the digitally fluent AI era
- In-depth treatments of the continued evolution of the project impact muscle and project management offices in an agile and fast-moving marketplace



**Al Zeitoun, Ph.D., PgMP**, is a PMI Fellow with global expertise in portfolio, program, and project management, as well as strategic change. He has held key leadership roles in strategy execution across industries, served as an executive coach, educator, and keynote speaker, and built organizational capabilities for complex programs and digital transformations. He regularly contributes to publications like the Project Management World Journal and previously served on the PMI Global Board of Directors.

ISBN: 9781394257010 | Coming January 2025!

WILEY