

Project Management in Spain Monthly Report¹

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*Por Alfonso Bucero PhD, CPS, ACE, PMP, PMI-RMP, PfMP, SFC, PMI Fellow
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The European University organized a Panel Discussion about the Future of Project Management

On May 10, at the Creative Campus of the Universidad Europea, we experienced more than just an event: it was a declaration of intent about the present and future of project management. We got together to talk about where our profession is going... And we come out with truths that resonate. Because "project management is strategic, not tactical", and we are not yet fully aware of the role we play in the transformation of organizations... and the world.

One of the speakers said it loud and clear: "If we are not able to believe in the profession, how are we going to sell it? How are we going to sell ourselves?", and as he added with humour and conviction, that confidence begins in oneself: "In the mornings, look in the mirror... and kiss yourself." Another of the speakers reminded us of the enormous importance of "The need to learn, unlearn and relearn", because standing still, in this era, is not an option.

There was also room for humility and vindication: "We are not aware of the value we contribute. We should opt for the Nobel Peace Prize, because our impact is more social than economic." And for simplicity well understood: "You have to realize the value of minimalism, of what it means to have been able to simplify something very complicated."

They invited us to rethink our tools, our methodologies and even our beliefs: "It seems

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that everything that is not heavy has no value, when in reality what strips you of what does not add value to you and keeps the fundamentals." Because yes, projects are action. They are hands-on learning. "Like on bikes, you learn to do projects by riding one."

And, at the end of the day, "projects make things happen, make them happen." Thank you to all the people who made it possible. And to those of you who couldn't come... We'll share more soon.

Thanks to all the speakers for lending me their phrases to prepare this post (in alphabetical order):

- Joaquín Azcárraga Urteaga, PMP, PMI-ACP
- Alfonso Bucero, PhD. D, PMP, PMI-RMP, PfMP, PMI Fellow
- Elisabet Duocastella i Pla, PMP, José Daniel Esterkin, PMP. PMI-RMP
- M. Socorro Garcia Cascales,
- Antonio Nieto-Rodriguez, MBA, PMP







Green PM in collaboration with the European University will be calling for other meetings by September and October, and collecting all lessons learned and ideas in a book.

About the Author



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Alfonso Bucero, PhD, CPS, ACE, PMP, PMI-RMP, PfMP, SFC, IPMO-E, PMI Fellow, is an International Correspondent and Contributing Editor for the **PM World Journal** in Madrid, Spain. Mr. Bucero is also the founder and Managing Partner of BUCERO PM Consulting. Alfonso was the founder, sponsor, and President of the PMI Barcelona Chapter until April 2005 and belonged to PMI's LIAG (Leadership Institute Advisory Group). He was the past PMI Madrid Spain Chapter president and then nominated as a PMI EMEA Region 8 Component Mentor. Alfonso was 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 36 years of practical experience and is actively advancing the PM profession in Spain and Europe. Alfonso received the *PMI Distinguished Contribution Award* on October 9, 2010, the *PMI Fellow Award* on October 22, 2011, and the *PMI Eric Jenett Excellence Award* on October 28, 2017.

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