

LAURA BARNARD

PMP, Prosci, CAL, IES

Author, International Keynote Speaker, Trainer,
and Business Advisor

THE IMPACT ENGINE

*Drive high-IMPACT business value with a
game-changing strategy delivery system.*

Author, *The IMPACT Engine*

2021 World PMO Influencer of the Year,
PMOGA

Founder and CEO,
PMO Strategies

Host,
PMO Strategies Podcast

Host, **IMPACT Summit**

Co-Founder, **International PMO Day**

Co-Founder & President, **Project
Management for Change**, nonprofit

I'm thrilled to introduce our keynote speaker, Laura Barnard, founder of PMO Strategies, author of *The IMPACT Engine: Accelerating Strategy Delivery for PMO and Transformation Leaders*, and World PMO Influencer of the Year. With nearly three decades of experience helping businesses drive greater value faster, Laura has transformed how organizations deliver on their strategies. Today, she's here to share the game-changing strategies behind her clients' and students' success—and how you can make a bigger IMPACT, too.

Let's give a warm round of applause and welcome Laura Barnard!





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For nearly three decades, Laura Barnard has spearheaded efforts to unleash the power of effective project management to help organizations rapidly achieve higher returns on investment for their strategic goals. Her company's groundbreaking IMPACT Engine System empowers organizations to drive transformational outcomes aligned to their vision with unprecedented speed and measurable business IMPACT. You can read more about this system in her new book, *The IMPACT Engine*.

Laura's nonprofit, Project Management for Change, is on a mission to elevate the profile of the project management profession while changing the world for the better one project at a time.

In 2021, Laura was named World PMO Influencer of the Year by the PMO Global Alliance (now part of the Project Management Institute).





Author Bio



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Organizations must accelerate strategic results to thrive, and they need you in the driver's seat. How do you achieve this, even when firefighting is the norm? With three decades helping organizations deliver change, 2021 World PMO Influencer Laura Barnard unveils the system she uses with clients and students to evolve stagnant project and transformation teams into nimble, business-driven delivery engines.

The IMPACT Engine is a comprehensive playbook that will help you accelerate business value, deliver sustainable change, drive higher ROI, increase stakeholder buy-in, and earn your place guiding organizational priorities.



Following the six-stage road map, you will embrace the IMPACT Driver Mindset, secure quick wins, and scale value while addressing shifting business priorities—the key to sustained relevance at the leadership table as the Strategy Navigator your C-Suite needs by their side. Packed with real-world examples and downloadable tools, this system will help you ignite high-performance delivery across the organization.



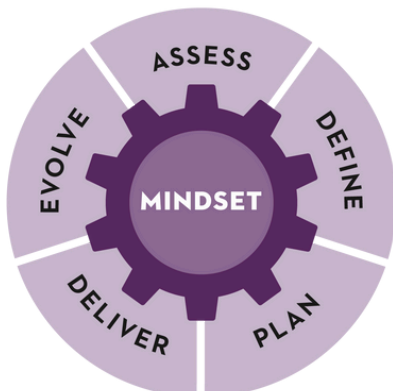
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Laura has been a driving force behind the integration of PMOs and Project Management into organizational strategy for nearly 30 years. Her first 20 years were spent driving business transformation and building PMOs, gaining invaluable experience in driving sustainable change within organizations. Over the past decade, her company PMO Strategies has been dedicated to helping organizations maximize their returns on investment by unleashing the full potential of project management and PMOs. Laura has developed a powerful system for helping organizations achieve high-IMPACT outcomes for every project. You can read more about this system in her new book, *The IMPACT Engine*.

In 2021, Laura was named the World PMO Influencer of the Year, the only award of its kind, by the PMO Global Alliance, for her many accomplishments in positioning the PMO as the most valuable strategic asset for organizations to deliver their strategy. You can learn more about this on her popular PMO Strategies Podcast and as a part of the longest-running PMO-specific virtual conference, the IMPACT Summit. Laura welcomes you to learn more about how they can help you make a bigger IMPACT at PMOStrategies.com.



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Laura believes that project managers are uniquely positioned to help organizations have a greater IMPACT. She is the Co-Founder and President of [Project Management for Change](#), a nonprofit organization whose mission is to raise the profile of the project management profession while changing the world for the better one project at a time. Their signature event, the [Project Management Day of Service \(PMDoS\)®](#), brings together thousands of project managers to help nonprofits achieve their mission-critical objectives in cities around the world.

Laura has served on nonprofit and corporate boards for 19 years including PMI chapters and several other nonprofit and commercial organizations. Laura has a Computer Science degree from Virginia Tech, a Project Management Institute (PMI), PMP certification, a Prosci Change Management Practitioner certification, a Certified Agile Leadership (CAL) certification, and PMO Strategies IMPACT Engine System (IES) Certification.

Laura welcomes you to learn more about how they can help you make a bigger IMPACT at [PMOStrategies.com](#).

Company Description

PMO Strategies is a training and consulting firm that helps leaders transform PMOs into hyper-focused IMPACT-driven engines to maximize return on investment for every project in the organization. Our goal is to ensure that PMO leaders and executives have the resources they need to create a sustainable PMO solution that becomes an integral part of organizational strategy realization.

Their approach is different from the typical "big consulting" cookie-cutter approach that costs a lot of money, takes a long time to implement, and often misses the mark on what matters most. Instead, they create a right-sized solution, leveraging their own best practices and training programs, to ensure that the journey continues long beyond the engagement, thereby creating a sustainable and manageable solution that business leaders support.

You can learn more at PMOStrategies.com.