



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 / PMI

Founder, PMO Strategies

Co-Founder,
Global Transformation Group

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, Co-Founder of Global Transformation Group, 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 to
welcome Laura!



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For nearly three decades, Laura Barnard has helped organizations close the strategy-to-execution gap by introducing a new operating model that aligns strategy, leadership, and delivery into one cohesive system. Through her companies, Global Transformation Group, a strategy, transformation, and technology-enablement firm, and PMO Strategies, a training and capability development organization, she equips leaders and teams to move beyond activity and outputs to drive real, measurable business IMPACT.

Her proprietary IMPACT Engine System aligns strategy, execution, and leadership into a cohesive operating model that accelerates outcomes with clarity and speed.

Laura shares this approach in her book, *The IMPACT Engine: Accelerating Strategy Delivery for PMO and Transformation Leaders*.



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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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Delivery for PMO and
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Her proprietary IMPACT Engine System provides a practical, repeatable approach for aligning strategy, execution, and leadership into an integrated operating model that accelerates outcomes with clarity and speed—without creating dependency on external consultants.

She is the author of *The IMPACT Engine* where she outlines the mindset shifts, structures, and leadership behaviors required to turn strategy into sustained results. Laura is a sought-after international keynote speaker and trusted advisor to PMO, transformation, and executive leaders seeking to modernize how their organizations deliver value.

In recognition of her contributions to advancing the PMO from a delivery function to a business-enabled, enterprise capability that accelerates strategy delivery and transformation, Laura was named PMO Influencer of the Year by the PMO Global Alliance, now a part of the Project Management Institute.



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Laura Barnard is an internationally recognized transformation leader, author, keynote speaker, and entrepreneur focused on closing the gap between strategy and execution.

She is the Founder of PMO Strategies, a training and talent development firm that equips PMO and transformation leaders with the skills, mindset, and operating discipline required to deliver measurable business IMPACT. Through certification programs, leadership development, and the proprietary IMPACT Engine System, Laura helps organizations build PMOs that are embedded in the strategy lifecycle and trusted by executives to drive outcomes—not just manage projects.

Laura is also the Co-Founder of Global Transformation Group, a strategy, transformation, and technology-enablement firm that partners with organizations to move from vision to value with speed and precision. Global Transformation Group works directly with executive teams to accelerate strategic alignment, transformation delivery, and enterprise execution while building internal capability that lasts.

Across both companies, Laura's work is grounded in nearly three decades of real-world leadership experience spanning PMOs, portfolio management, business transformation, and executive advisory roles. Her approach is known for cutting through complexity, eliminating waste, and helping leaders focus on what truly drives value.

Laura is the author of *The IMPACT Engine*, host of the PMO Strategies Podcast, and co-founder of International PMO Day and the IMPACT Summit. In 2021, she was named World PMO Influencer of the Year by the PMO Global Alliance (now part of the Project Management Institute).

She is also the Co-Founder and President of Project Management for Change, a nonprofit dedicated to elevating the project management profession while creating positive social IMPACT worldwide.

Company Descriptions



PMO Strategies is a training and talent development firm that helps organizations build high-performing PMOs capable of delivering real business IMPACT—not just project outputs. We focus on developing the leaders, skills, and operating discipline required to turn PMOs into strategic engines that accelerate strategy realization and maximize return on investment across the enterprise.

Through our proprietary IMPACT Engine System, we develop PMO leaders, project professionals, and transformation teams to think strategically, prioritize what matters most, and drive outcomes executives care about. Our training and certification programs focus on strategic alignment, portfolio decision-making, governance maturity, and leadership behaviors that sustain results long after the training ends.

Organizations worldwide trust PMO Strategies to build internal capability, elevate PMO credibility, accelerate transformation delivery, and create PMOs that are embedded in the strategy lifecycle—not treated as an administrative function.

You can learn more at PMOStrategies.com.

Global Transformation Group is a strategy, transformation, and technology-enablement firm that helps organizations move from vision to value in as fast as 90 days. Unlike traditional consultants who deliver recommendations no one can execute or create reliance on outside experts, we partner with your teams to accelerate progress while building the capability to sustain and scale results.

Our globally recognized experts bring decades of real-world operational and leadership experience, delivering consulting, leadership development, and strategy execution in one integrated approach. Through our proprietary IMPACT Engine System, we unify strategy, operations, and execution into a cohesive operating model that enables faster decisions, tighter alignment, and measurable enterprise-wide results.

From strategic alignment and portfolio optimization to transformation delivery, change management, and software selection and implementation, we guide the entire journey. Organizations worldwide trust us to combine deep expertise, talent development, and technology enablement to consistently produce measurable, repeatable business value.

You can learn more at GlobalTransformationGroup.com.