

# PMO Strategies Podcast

## GUEST BRIEFING GUIDE

Helping Strategy Delivery Leaders Turn Vision Into Real Business IMPACT



### About the PMO Strategies Podcast

The PMO Strategies Podcast is focused on one mission: Helping PMO leaders and strategy delivery professionals close the gap between strategy and execution – and drive measurable business IMPACT.

Our conversations go beyond tools, templates, and project mechanics.

We explore leadership, operating models, transformation, value delivery, and how PMOs evolve into strategic engines of the organization.



### Who Our Audience Really Is

While our content often connects to executive strategy, our primary listeners are not the C-suite themselves.

Our core audience consists of:



#### PMO Leaders & Strategy Delivery Leaders

- PMO Directors & Heads of PMO
- Enterprise PMO (EPMO) Leaders
- Transformation Office Leaders
- Portfolio & Program Leaders



#### Senior Delivery Professionals

- Senior Project & Program Managers
- Portfolio Managers
- Strategy Execution Leads
- Change & Transformation Leaders



#### Typically Reporting to:

- COO
- CIO
- Chief Transformation Officer
- Chief Strategy Officer
- EVP / SVP Level Executives



Think: the leaders responsible for making strategy happen – not the executives who set it.

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### The Challenges Our Audience Faces Every Day

Our listeners are **smart, capable, and highly motivated** – but often stuck in broken systems.

Common realities include:



#### Strategy feels disconnected from delivery

- Projects don't clearly link to business outcomes
- Priorities constantly shift
- Leaders change direction mid-stream



#### PMOs are seen as administrative – not strategic

- Focused on reporting instead of results
- Measured by outputs, not IMPACT
- Struggling to earn executive trust



#### Too much work, not enough value

- Bloated portfolios
- Resource overload
- Everything is “priority one”



#### Change fatigue across the organization

- Low adoption
- Burned-out teams
- Resistance to new initiatives



#### Pressure to modernize delivery

- Agile, product thinking, digital transformation
- But without clear operating models or governance that actually works

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### What Makes a Great Podcast Topic for Our Audience

The best episodes help listeners:



THINK DIFFERENTLY ABOUT STRATEGY EXECUTION



LEAD MORE EFFECTIVELY ACROSS THE ORGANIZATION



DRIVE MEASURABLE BUSINESS VALUE



MODERNIZE PMOS AND DELIVERY MODELS



BUILD CREDIBILITY WITH EXECUTIVES



ELIMINATE WASTE AND FRICTION IN DELIVERY

### TOPICS THAT RESONATE STRONGLY INCLUDE:



Turning strategy into execution (not just plans)



PMO evolution and transformation



Business value realization



Agile/product thinking in enterprise environments



Measuring outcomes vs. outputs



Operating models for modern delivery



Breaking the cycle of constant firefighting



Governance that enables speed (not bureaucracy)



Portfolio prioritization that actually works



Change leadership & adoption



Aligning teams to strategic goals

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### What Typically Does NOT Land Well

While valuable in some contexts, our audience generally doesn't engage deeply with:



### THE IDEAL GUEST MINDSET

Great guests speak to our listeners as:



*"The leaders responsible for making strategy real inside complex organizations."*



Not as:

- Entry-level practitioners
- Not as pure executives removed from delivery reality

## THE *IMPACT* WE AIM TO CREATE

Every episode should help listeners walk away with:

- A clearer way to think about delivery
- Practical approaches they can apply
- Confidence to lead strategically
- Insight into what actually drives results

