

Newsflash

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PMI Finland Chapter

Newsletter
January 2009

Announcement!

PM BOK® Guide 4th edition is currently available for PMI members to download.

<http://www.pmi.org/Resources/Pages/Members/Library-of-PMI-Global-Standards-Projects.aspx>

F.Y.I.

Currently the Chapter has **209 members.**

Message

If you have an article you wish to publish in our Newsletter or on the web-pages, please, contact us.

Newsletter:

bernhard.korjonen@pmifinland.org

Web-pages:

tony.mcglinn@pmifinland.org

UPGRADE

So much about project management... Our new web-pages did not go live in December due to slow service by our hosting provider.. However, we did go live on Jan. 12th.

Important DATE!

Jan. 16th: Helsinki BRT (Risk Management)

Feb 13th: Event: Negotiations in Global Project Environment

Mar. 9th: Annual Chapter Meeting

Come See ME 😊

www.pmifinland.org

General Annual Meeting

Dear Chapter Members,

The next general annual meeting of the PMI Finland Chapter is approaching. Please pay attention to the date and the opportunity to be nominated to the Chapter board as follows:

PMI Finland Chapter Annual Meeting March 9th, 2009

The general annual meeting of PMI Finland Chapter will be held on March 9th, 2009 starting 17.00 in Keilaniemi, Espoo. The program will include a keynote presentation and time to network with other Chapter members in addition to the standard annual meeting agenda as stated in the bylaws.

Please mark the date in your calendars already now. Detailed information about the program and the exact location will be sent out closer to the event.

Call for Nominations

Invitation for nomination to board of directors of PMI Finland Chapter

Each year the general annual meeting elects new members to the Chapter board. This year several positions are open for election.

The existing Chapter board is asking all of you who are interested to submit their applications to be new board members for the next general annual meeting. As a board member, you will have the opportunity to:

- Network with leaders in the profession
- Enhance your project management skills
- Earn PDUs
- Actively influence the direction the Chapter is taking
- Help your project management colleagues with your service
- Have fun at the same time

Are you interested in making a difference to the development of PM Profession? As a board member you will be able to personally help shape the activities and direction of this Chapter. Please, consider yourself as a nomination candidate for a two-year commitment. Board meets once a month and participates in special activities as needed.

If you have any questions please feel free to contact Bernhard Korjonen (bernhard.korjonen@pmifinland.org).

If you are interested to join the board, please, submit a short biography and a statement why you want to join the board. Please, send your application to Bernhard Korjonen (bernhard.korjonen@pmifinland.org). Deadline to send your application: Feb. 6th, 2009

We would also like to emphasize that PMP will earn 5 PDUs from the board membership per each year.

Risk Management and Maslow

Although most people would agree that risk management is “A Good Thing”, it is still widely practised with a lack of enthusiasm and commitment. If we want to motivate people and organisations to treat risk management more seriously, it might be worth considering established motivational theories. One of the best-known of these is Abraham Maslow’s “hierarchy of needs”.

Maslow suggested that humans are motivated by the drive to satisfy a range of different needs, but not all needs are equal. He arranged needs into a pyramid in order of their strength of influence as motivators, as shown in Figure 1 (next page). He believed that people are driven to satisfy lower needs before higher needs exert any influence. So for example, the most basic needs of air, water, sleep and food must be met first, and these are the over-riding concern of each individual, even more important than being safe or feeling self-esteem. Once these are satisfied a person is free to be concerned about other things. As each level of “hunger” is met (with literal physical hunger at the lowest level), higher needs emerge which require satisfying.

Maslow’s hierarchy is divided into two groups, with “deficiency needs” towards the base, and “growth needs” at the top. Deficiency needs are mostly physical and emotional, and they must be satisfied or a person will feel anxious and incomplete. Growth needs by contrast are psychological and spiritual, and they are not essential for a healthy existence, but they make a person more fully rounded and complete.

How is this relevant to the challenge of motivating individuals and organisations to manage risk? The two levels of Maslow’s hierarchy explain why risk management matters:

- **Deficiency needs** are about survival, which means responding to **threats**. In risk management terms, this is the realm of business continuity and disaster recovery, which aim to protect the business and ensure corporate survival, as well as operational risk management, health & safety, and a project risk process which addresses technical threats.
- By contrast, **opportunities** appear in Maslow’s hierarchy as **growth needs**, since they are risks that, if they occurred, would have a positive effect. These exist in such areas as marketing and business development, as well as strategic decision-making, and they can also be found at project level in the form of project opportunities which help us to work faster, smarter or cheaper.

It is interesting that Maslow’s hierarchy of needs predicts that where there are limited resources for risk management (which is most of the time), it is natural to address threats before opportunities, since threats operate at the lower levels of the hierarchy and lead to deficiency needs, whereas opportunities exist at the higher levels and are therefore seen as lower priority. However just as Maslow encourages us to address all needs at every level in the hierarchy if we are to become whole people, so the best approach to risk management is an integrated process which seeks both to minimise threats and maximise opportunities.

How can this understanding help us to motivate people to use risk management properly, not just in order to comply with procedures or standards, but as a positive contributor to project and business success? Maslow teaches us that needs exist and they must be satisfied, and that not all needs are equally important. Risk management must be seen to meet the needs of both individuals and organisations, providing real assistance as we respond to the challenges of our projects and business. We should recognise that dealing properly with risk will minimise our exposure to harmful threats, and fulfil our most basic needs for project and business survival.

Maslow also emphasises the importance of an integrated approach which addresses both deficiency needs (threats) and growth needs (opportunities). Including opportunities within our risk process will take us beyond mere survival into positive areas which create competitive advantage and sustainable growth.

We will only motivate people to take risk management seriously if we can demonstrate that it meets real needs, and Maslow points the way.

Risk Management and Maslow



Abraham Harold Maslow (April 1, 1908 – June 8, 1970) was an American psychologist. He is noted for his conceptualization of a "hierarchy of human needs", and is considered the father of humanistic psychology.

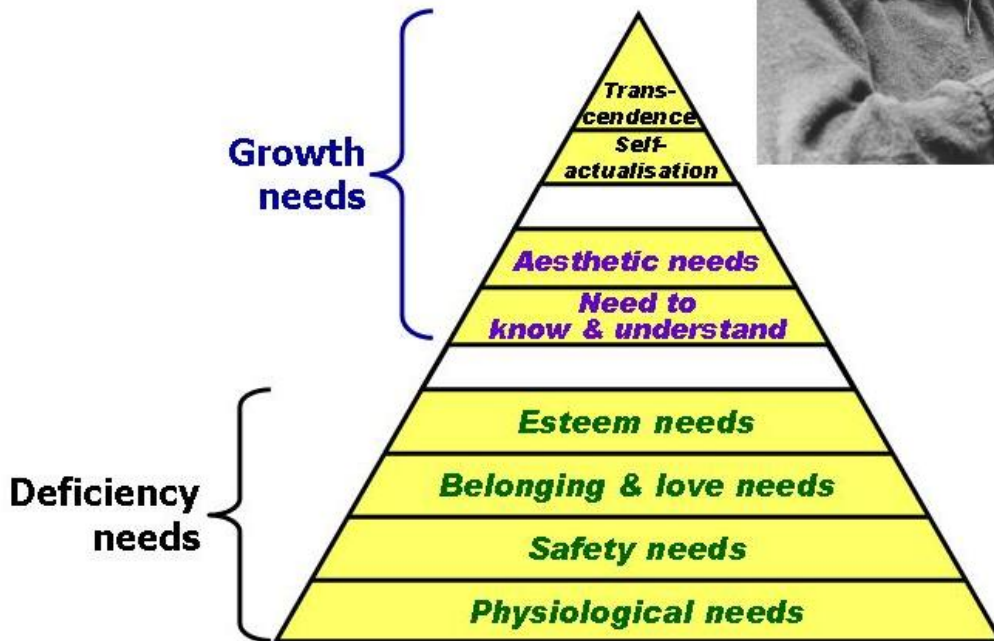


Figure 1: Maslow's 'hierarchy of needs'

Maslow was born and raised in Brooklyn, the eldest of seven children. His parents were uneducated Jewish immigrants from Russia. He was slow but tidy, and remembered his childhood as lonely and rather unhappy, because, as he said, "I was the little Jewish boy in the non-Jewish neighborhood. It was a little like being the first Negro enrolled in the all-white school. I was isolated and unhappy. I grew up in libraries and among books, without friends."

Congratulations new PMPs and welcome new Chapter Members

New PMPs

- Mr. Petteri Saares, PMP
- Mr. Rajeshkumar Jha, PMP

Congratulations and all the best
in your future projects.

New Chapter Members

- Mr. Tom Ehnberg
- Mr. Petteri Saares, PMP
- Mr. Martti Kinnunen
- Mr. Jukka Pekka Siltaniemi
- Mr. Toni Siukola-Kalsi
- Mr. Risto Laakso
- Mr. John Enroth, Sr.
- Mrs. Mailis Uusiniemi, PMP
- Mr. FNU Daka
- Mr. Esa Orava
- Mr. Ramanath Kannan Subramanian, PMP
- Mr. Rajeshkumar Jha, PMP
- Mr. Tuomas Litma

Thank you for joining PMI Finland Chapter or
renewing your membership.