

The Project Management Servant Leader Initiative

Introduction

In the summer of 2020, SUKAD Corp started **The Outreach Program**. The program focuses on branding SUKAD (and Mounir Ajam) as thought leaders in applied project management. The program includes numerous outreach activities and initiatives. One of those initiatives is **The Project Management Servant Leader Initiative (SLI)**, which is our way of engaging and serving the project management community of practice. This initiative includes various elements and services, and **all of them will be free of charge**.

The Initiative

The Project Management Servant Leader Initiative (SLI) offers SUKAD project management expertise to the community as a free service, although on a limited engagement basis. The initiative consists of four major elements. We show these four elements in the image, and we will explain each of them below.

Advisory Sessions

The purpose of the Advisory Sessions' element is to allocate time for one-on-one online meetings with senior managers and executives. SUKAD will block time slots for meetings with this group of stakeholders. **Each time slot will be 30 minutes, and we can offer one or two follow-up sessions for free**, when necessary. In other words, up to two hours of advisory service free of charge. The topics would be per the specific stakeholder preferences, to answer his/her questions about any topic in project management where we can share our expertise and viewpoint.

Why this service?

We know that many executives, especially in small to medium organizations, might not have enough resources or expertise in project management. They might be hearing about Agile, PMO, Project Success, Risk Management,





Certifications, and numerous other topics and need a professional unbiased opinion. These sessions WILL NOT be sales pitches for selling SUKAD services. If a stakeholder is Interested to learn about SUKAD, we can have separate meetings to maintain the focus on the stakeholder needs.

Coaching Sessions

The Coaching Sessions will be a similar format to the Advisory Sessions with these exceptions:

- The meetings will be shorter, 20 minutes instead of 30.
- The discussions should be about the individual versus the organization.
- The audience could be professionals or managers.

Webinars

This part of SLI is for educational webinars that SUKAD consultants would be conducting to share knowledge. In this case, the topic would be pre-set, and the duration is also set at 60 minutes. We expect that other colleagues in the SUKAD network would also join us in offering these webinars.

Group Discussions

These will also pre-set date, time, and duration that we will announce to our community. The main difference between Group Discussions and Webinars is that these group discussions will not include a presentation. They would be open topic, or we could agree on a theme for each session to offer a structured learning environment. A SUKAD team member will facilitate the discussion.

SLI Relevant Information

How will it work?

We will announce the initiative, sessions, and time slots through the SUKAD social media pages and email marketing to those in the SUKAD marketing database.

The Advisory Sessions and Coaching Sessions will be one-on-one. The individuals interested would schedule the meeting through Calendly via the links that we would share. Calendly would automatically set up a Zoom meeting and send an email notification with the meeting's link and time.

For the Group Discussions and Webinars, we will set up the meeting date, time, and duration on Zoom and open it up for registrations.

Schedule

The current plan is per the following:

1. **Advisory Sessions:** the official start date will be on 11 January 2021. We would be allocating a few slots per week for this service.



2. **Coaching Sessions:** the official start date will be a week later, starting on 18 January 2021.
3. **Webinars:** For the webinars, we will publish the schedule shortly, but the tentative date for the first webinar is 20 January, at noon, US CST (Central Standard Time), which is GMT - 6 hours. Then, weekly on Wednesdays.
4. **Group Discussions:** The Group Discussions will also be weekly, but on Saturdays, also at noon, US CST. The first one will be on 23 January.

The Primary SUKAD Consultant

The primary SUKAD consultant for these sessions would be Mounir Ajam, although later, we could have other consultants and advisors. To learn more about Mounir Ajam, one can check his website, www.mounirajam.com, or [LinkedIn profile](#).

What should you do?

Technically, you do not need to do anything. Just register for any of these sessions that Interest you. However, to get the announcements, links, and other relevant information, you can follow and watch our social media pages. To avoid missing a social media post, you can [register on our website](#), this way, you receive notifications via email.

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