

# Transforming Project Success With M.O.R.E.



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As the world grows more complex and interconnected, project success is no longer just about meeting deadlines or staying within budget—it's about creating lasting value that resonates with stakeholders and drives meaningful change. To meet these growing demands and inspire a new way forward, we're proud to introduce M.O.R.E., a call to action for the project management profession that encapsulates the behaviors and mindset shifts required to achieve [project success](#) and ultimately, PMI's purpose to maximize project success to elevate our world.

## Introducing the M.O.R.E. framework:

- **Manage Perceptions:** For a project to be considered successful, the key stakeholders—customers, executives, or others—must perceive that the project's outputs provide sufficient value relative to the perceived investment of resources.
- **Own Project Success beyond Project Management Success:** Project professionals need to take ownership of the entire breadth of a project, moving as much as possible beyond literal mandates and executing on requirements, and take accountability for delivering tangible and perceived value that is clear to key stakeholders while minimizing waste.
- **Relentlessly Reassess Project Parameters:** Project professionals need to recognize the reality of inevitable and ongoing change, and continuously, in collaboration with stakeholders, reassess the perception of value and adjust plans.
- **Expand Perspective:** All projects have impacts beyond just the scope of the project itself. We all must consider the broader picture and how the project fits within the larger business, goals or objectives of the enterprise, and ultimately, our world.

## Why M.O.R.E. Matters To You

At the heart of PMI:Next, the M.O.R.E. framework redefines project success and shows how our community can collectively fulfill our purpose of elevating our world. As a PMI employee, your role is pivotal in championing this mindset shift across the community and profession. We are also all responsible for keeping M.O.R.E. in mind as we operate and complete projects internally, too.

Start familiarizing yourself with M.O.R.E. by reviewing the Key Messaging PDF embedded here or on our [PMI:Next](#) landing page. This resource will help you thoroughly understand M.O.R.E., ensuring you're ready to apply it, answer questions, and discuss its impact with our community with confidence.



Together, we can drive meaningful change by driving true project success internally, making collaboration with our community easy, aiming higher by championing innovation, embracing curiosity about how we can effectively leverage project professionals, and creating a welcoming environment for diverse perspectives to advance equity.

Have questions about M.O.R.E.? Watch our [All Hands recording](#) for a deep dive with our Chief Marketing Officer, Menaka Gopinath starting at [58:52](#) and drop your comments below!

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