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We had two PRANKS sessions in May 2025 and in case you missed them, we featured a report of The Events.

On behalf of the board of editors I would like to thank the contributors of this edition and everyone who has supported in the preparation of this newsletter. I hope you enjoy reading this edition.

**Rafi Sani Hardono, PMP**  
Editor in Chief



## What Modern Project Managers Can Learn (and Steal) from Product Management

Not too long ago, modern project managers were at the center of how organizations delivered change. Big initiatives? Get a project manager. Complex implementation? Bring in a PMO. Want something done on time and on budget? You know who to call.

But lately, there's been a shift. A different role is gaining traction—one that's suddenly in every leadership meeting, shaping roadmaps, influencing budgets, and leading cross-functional teams: **the product manager**.

In tech, sure—but increasingly in banking, energy, retail, and even government.

It's understandable if some modern project managers feel like they've been quietly sidelined. But here's the thing: Product managers haven't replaced modern project managers. They've reframed how work is organized and how value is delivered.

And that's where the opportunity lies.

This article isn't about rivalry. It's about learning. It's a call for modern project managers to evolve, borrow, and yes—steal—the best parts of product management to stay future-ready and expand their influence.

### What Is Product Management, Really?

Let's remove the jargon. Product management is the practice of guiding a product—from concept to

customer impact—throughout its lifecycle. It's about identifying user problems, shaping solutions, aligning stakeholders, and continuously delivering value.

Think of the product manager as the **CEO of a solution**: they balance what customers want, what the business needs, and what's technically feasible. They don't just launch something and walk away—they own it, evolve it, and ensure it creates value over time.

While the specifics vary across companies, most product managers are measured by:

- **Adoption rates**
- **Customer satisfaction**
- **Revenue or cost reduction**

Market fit and long-term sustainability

In short, they own the what and the why—not just the when and how.

### Project Management vs. Product Management: What's the Difference?

At first glance, both roles look similar. They involve planning, leading teams, managing risk, and working across functions. But dig deeper, and the core distinctions become clear:

It's not that one is better than the other. It's that they

	Project Management	Product Management
<b>Focus</b>	Delivering a defined scope, on time and budget	Creating value through continuous product evolution
<b>Timeline</b>	Temporary (project ends)	Ongoing (product lifecycle)
<b>Success Metrics</b>	Time, cost, scope, stakeholder satisfaction	Outcomes, impact, usage, customer value
<b>Ownership</b>	Execution of a specific initiative	Vision and direction of a product or service
<b>Mindset</b>	Plan, then execute	Experiment-learn-adapt

solve different problems. But as organizations become more product-led—especially in digital environments—the gap between the two worlds is closing.

### Why Should Modern Project Managers Care?

Because product thinking isn't just for product managers.

Many organizations are rethinking how they organize work—shifting from project-based funding to product-based operating models. In these environments, value doesn't come from completing projects, but from continuously improving services, experiences and tools.

That doesn't mean projects go away. But it does mean modern project managers need to adapt:

- From managing outputs to enabling outcomes
- From handing off delivery to owning long-term impact
- From closing phases to iterating continuously

And the best way to make that shift? Learn from those already doing it.

### 5 Things Modern Project Managers Can (and Should) Steal from Product Management

**1. Own the Problem, Not Just the Plan:** Product managers start with the user problem or business need—and work backward. They obsess over why something matters before deciding how to do it.

Modern project managers can do the same. Instead of jumping into the delivery mode, step back. Ask:

- Why are we doing this?
- What's the real problem we're solving?
- What does success look like beyond "on time and budget"?

That mindset shift—from task execution to value creation—is game-changing.

**2. Measure Outcomes, Not Just Milestones:** Projects traditionally celebrate hitting deadlines and completing deliverables. But what if no one uses the new system you delivered? What if the process redesign doesn't save time? Was it really a success?

Product managers measure success through outcomes: usage, impact, satisfaction. It's not enough to ship—they want to know it worked.

Modern project managers can embrace the same mindset by building benefit tracking and post-launch

feedback loops into their work.

Deliver the thing, yes—but also ask: Did it make a difference?

**3. Get Closer to the Customer:** Product managers live and breathe customer insights. They talk to users, shadow frontline teams, run experiments, and study behavior. It helps them prioritize what matters—and build empathy.

On the other hand, modern project managers often remove several layers from the end user. That's a missed opportunity.

Whether your "customer" is internal or external, spending time with them will improve your scope, communication, and delivery. It will make your work real.

Make it a habit. Sit in on customer calls. Read feedback reports. Ask, "What's it like to be on the receiving end of what we're building?"

**4. Embrace Iteration Over Perfection:** Product managers know that the first version is rarely the final one. They launch MVPs, collect feedback, and continuously refine.

Modern project managers often feel pressure to "get it right" the first time—because change requests are costly and seen as failures.

But the world has changed. Uncertainty is the norm. Planning cycles are shorter. Priorities shift. Embracing an iterative mindset makes you more resilient—and more relevant.

Plan less. Test more. Learn fast. Adapt always.

**5. Think in Lifecycles, Not Phases:** Product managers own a product throughout its lifecycle—from birth to sunset. That long-term thinking influences every decision.

Modern project managers, by definition, work on temporary endeavors. But that doesn't mean they can't adopt a lifecycle mindset. Ask:

- What happens after the project ends?
- Who owns the solution next?
- How will success be sustained, evolved, and measured?

The more you think beyond your delivery date, the more strategic your role becomes.

## Hybrid Is Already Here

The lines between product and project management aren't just blurring—they're overlapping, evolving, and being redefined in real time.

In many organizations, we're already seeing hybrid roles emerge:

- Product operations managers who bring PM discipline to product teams.
- Delivery leads who combine agile coaching with project governance.
- Transformation PMs who support product-led change across entire business units.

This isn't accidental. It reflects a growing realization that value doesn't live in silos. Projects, products, agile, waterfall—these aren't opposing methods. They're tools, mindsets and models that must increasingly work together.

PMI has been doing important work in this space. Over the past few years, they've expanded their frameworks, research and certifications to reflect the reality of today's delivery landscape. From integrating agile approaches into their certifications to exploring product-centric delivery models to publishing thought leadership on hybrid ways of working, PMI is clearly signaling that modern project managers must evolve.

In fact, PMI's Organizational Transformation Series and its PMI Talent Triangle® refresh place a new emphasis on business acumen, product agility and change leadership—skills once seen as “extra” but now considered essential.

## Final Word: The Best Leaders Borrow Boldly—and Build Bridges

The future doesn't belong to any one discipline—it belongs to those who know how to blend them.

Product managers bring an obsession with outcomes, customers and continuous improvement. Modern project managers bring structure, coordination and the ability to turn vision into action.

The magic happens when these strengths come together.

You don't have to trade in your project credentials to stay relevant. But you do need to expand your

perspective. You need to understand how product-led organizations work. How outcomes are measured. How teams iterate and adapt. And how to lead when the finish line keeps moving.

The good news? You already have the foundation. You know how to handle complexity, manage stakeholders, and keep initiatives on track. By layering in product thinking—problem-first framing, outcome measurement, customer empathy—you'll be equipped to lead in any model: project or product, agile or hybrid.

The best leaders aren't locked into one approach. They borrow, blend, and build bridges.

So yes—steal a little. Steal the questions, the mindset, the focus on value.

But then, make it your own. Combine it with your experience, and lead the next evolution of work.

That's how modern project managers become not just deliverers—but designers of the future.



### Antonio Nieto

Antonio Nieto-Rodríguez is a leading expert in project management and strategy implementation, recognized by Thinkers50 with the prestigious award “Ideas into Practice.” He is the creator of concepts like The Project Economy and the Project Manifesto. He is author of Lead Successful

Projects (2019, Penguin) The Project Revolution (2019, LID) and The Focused Organization (2012 Gower). He has been teaching project management for more than a decade to senior executives at Duke CE, Skolkovo, Solvay Business School, and Vlerick. Antonio has held executive PMO positions at PricewaterhouseCoopers, BNP Paribas, and GlaxoSmithKline. Former Chairman of the Project Management Institute, he is the co-founder of the Strategy Implementation Institute and the global movement Brightline.



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## Corporate Outreach PMI Indonesia Chapter at IconPLN: Smart Project Management in Agile Organizations

On April 30, 2025, PMI Indonesia Chapter conducted a successful corporate outreach session at IconPLN, Menara Jamsostek, Jakarta. This initiative aimed to strengthen professional engagement and promote best practices in project management within agile environments.

The session began with an introduction to the PMI Indonesia Chapter by Raisyuli Indria, VP Program PMIIIC. He provided an overview of the Chapter's mission, activities, and its commitment to advancing the project management profession across Indonesia.

The highlight of the event was a thought-provoking presentation by Jerry M. Samosir, VP Membership PMIIIC, on Smart Project Management for Agile Organizations. Jerry defined Smart Project Management as an approach that prioritizes efficiency, adaptability, and technological integration—blending modern management methods, automation, and data-driven decision making.

He explained how agile organizations demand speed, flexibility, and responsiveness. Smart PM supports these needs by enhancing team synchronization, accelerating execution, and minimizing bottlenecks. Key components include the use of digital tools (e.g., Jira, Trello, Asana,

Notion), real-time monitoring, and structured cross-team communication.

The discussion also covered the positive impacts of Smart PM—improved collaboration across departments, faster sprint cycles, reduced risks through predictive insights—and practical steps to implement the approach. Jerry shared real-life case studies and emphasized the critical role of a project manager with an adaptive, collaborative, and tech-savvy mindset.

Participants were highly engaged, asking insightful questions and enthusiastically responding to the presented ideas. The session concluded with a strong message: Smart Project Management is essential for agile organizations aiming to thrive in a dynamic business landscape.

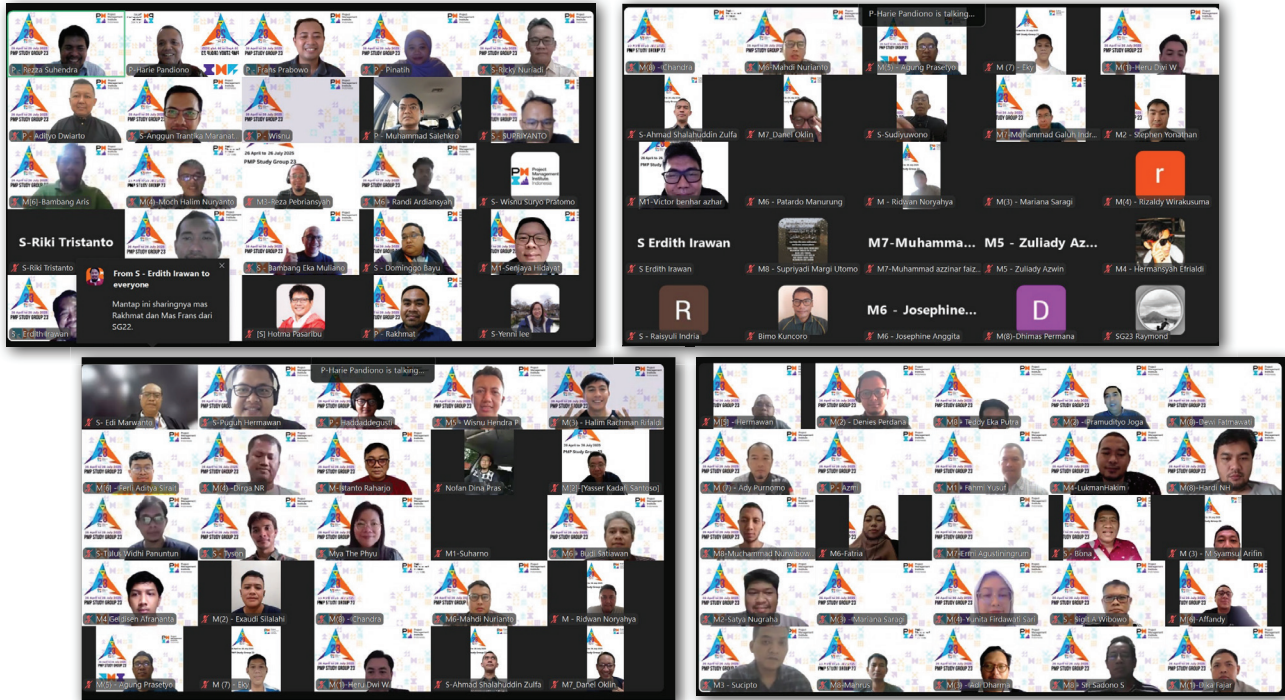
PMI Indonesia Chapter extends its appreciation to IconPLN for the warm hospitality and looks forward to continued collaboration in nurturing Indonesia's project management talent.

#PMIIC #ProjectManagement #SmartPM  
#AgileLeadership #CorporateOutreach

### Board of Program







# PMP Study Group 23 – Kick Off

On 26 April 2025, the Project Management Institute Indonesia Chapter (PMIIC) successfully launched the Kick Off Study Group PMP 23. This event marked the beginning of a comprehensive program aimed at preparing members for the PMP exam and certification.

## Purpose and Vision

The primary objective of the Study Group PMP 23 is to equip participants with the necessary knowledge and skills to pass the PMP exam. This initiative reflects PMIIC's dedication to fostering professional growth and excellence in project management.

## Leadership and Organization

The event was graced by key leaders of PMIIC:

- **President of PMIIC** : Achmad Fuad Bay
- **VP of Education Board** : Wisnu Suryo Pratomo
- **Chairman SG 23** : A. Rezza Suhendra

Their presence and insights set a positive tone for the study group, emphasizing the importance of commitment and continuous learning.

## Program Structure

The study group will run from 26 April to 26 July 2025, providing a structured and intensive learning experience and will span 15 intensive sessions with 52 assignments. Participants will utilize the PMBOK Guide 6th and 7th Editions as their primary study references, ensuring they are well-prepared for the exam.

## Engaged Participation

The program has attracted a diverse group of participants:

- **Total Mentees: 72**
- **Total Committee Members & Mentors: 25**

This diverse mix of mentees, committee members, and mentors promises a rich and collaborative learning environment.

## Event Highlights

The kick-off event was a resounding success, featuring insightful speeches from the leadership team and interactive sessions that set the stage for the months ahead. Participants expressed their enthusiasm and commitment to the program, looking forward to the journey towards PMP certification.

## From Indonesian Community to the World

This event not only highlights the dedication and commitment of the Indonesian project management community but also showcases their efforts on a global stage. The Study Group PMP 23 is a testament to how local initiatives can have a worldwide impact, inspiring project management professionals around the globe.

## Conclusion

The Kick Off Study Group PMP 23 is more than just a preparation course; it is a community of aspiring project management professionals dedicated to achieving excellence. With strong leadership, a well-structured program, and a supportive learning environment, participants are well on their way to achieving their PMP certification.

## Board of Communication

## Brain Tease

An agile coach has been assigned to a team that has already completed several iterations of their agile project. By the tension within the group and some mean comments the team members exchange with one another, the coach suspects that there are problems with the team's working relationships.

What is the agile coach's best course of action?

- a. Observe the team's interactions over the next week
- b. Allow the team to work virtually to minimize interactions

- c. Escalate the issue to the human resources manager
- d. Ignore the problem as agile teams are self-managing

Send your answer to [quiz@pmi-indonesia.org](mailto:quiz@pmi-indonesia.org) and win 1x polo shirt or 1x tumbler.

Send your answer to quiz  
@pmi-indonesia.org  
and win 1x polo shirt or 1x tumbler.



### Widia Anggraeni

Board Member of Membership



Volunteer  
Profile

Widia Anggraeni is a project management professional with 6 years of experience focusing on procurement, logistics, subcontracting, project commercial and administrative. Graduated with an honor of geophysical engineering degree from the University of Lampung, she began her career in oil and gas explorations, gaining hands-on technical experience through internships and early professional roles before transitioning into project management in the energy sector. Currently, she serves as a Project Engineer - EEQ Project Management at Wartsilä, overseeing the project delivery of a new-build power plant in Indonesia. She is continuously developing her expertise in project management and volunteering for PMI Indonesia Chapter as a member of Membership.



## Project Management Knowledge Sharing (PRANKS)

### On our last PRANKS:

In 118<sup>th</sup> PRANKS that led by Nesty Dalgado, we discussed about "A Bridge to The Future: Connecting Change Management with Project Management Powered by AI". The webinar provided actionable insights on how AI-powered tools can help leaders and teams navigate transformations with greater agility, precision, and impact.

In 119<sup>th</sup> PRANKS, we discussed about "Front-End Engineering Design (FEED) Project Management" that delivered by Jerry Jeremia Mintaredja. By integrating cost management and schedule control, FEED project management minimizes risks, avoids costly modifications in later stages, and ensures that the project remains technically viable, economically feasible, and on track for timely completion.

If you missed the sessions, you could watch it on our YouTube channel (PMI Indonesia Chapter).  
Click on this link or scan the barcode.



Catch our Next PRANKS:

Register at [pmi-indonesia.org](https://pmi-indonesia.org)