



# Welcome to a New World of Work: The Case for SPM and AI in Latin America



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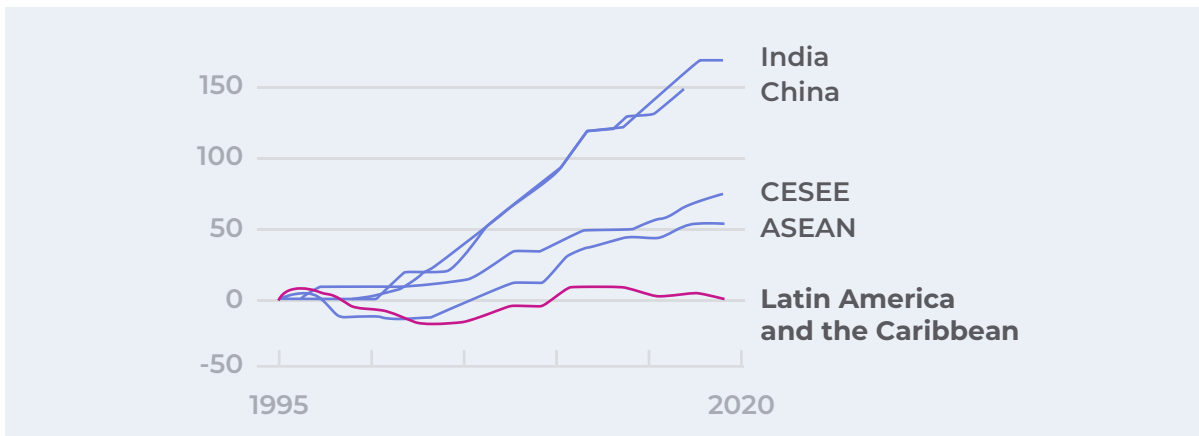
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# Introduction to the Project Economy

According to a study by PwC, **“The World in 2050”**, Latin America has a chance to rise to the top with both Brazil and Mexico being top 10 global economies.

Right now, Latin America is **forecast to have a GDP of more than \$9 trillion by 2030**. Brazil is the regional giant, with an economy that rivals Canada’s. Mexico is not far behind and growing quickly. But look beyond Brazil and Mexico, and you’ll see a region that still relies heavily on commodities. Trade is fragmented and doesn’t have the same level of cooperation that enables regions like the European Union or the Four Asian Tigers. More importantly, overall productivity improvements in Latin America are drastically behind the rest of the world, according to a McKinsey Global Institute article entitled **“What could a new era mean for Latin America?”** published in 2023.



This matters, because a strong economy shapes everyday life. Austrian economist Joseph Schumpeter’s long respected belief is that innovation and productivity are the means for higher incomes, better access to healthcare, education, and housing. It funds infrastructure—roads, bridges, public services—and supports technological advancements that drive progress. But Latin America is still, with the exception of Brazil and Mexico, in the first of three phases of growth transition - basic modernization. Colombia and Chile are close to the second phase of growth transition which consists of improvements in productivity and efficiency. No country is yet to the third phase of innovation and growth.



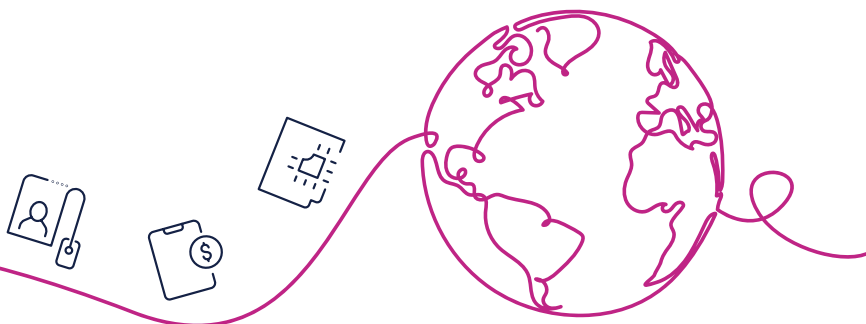
The global economy is moving fast, and Latin America needs to move with it. The world is now driven by the Project Economy, where every big initiative, every major investment is now treated like a project. This is about transformation and picking the right projects—ones that will make a difference in the long run—and connect more complex information to make smarter decisions faster.

It is our belief that Latin America is adequately poised to catch the Project Economy wave enabled by Artificial Intelligence. To accomplish this goal, it is imperative that every company from Patagonia of Argentina to the Canadian Arctic embraces the concepts of the Project Economy, automates project processes and data management, and leverages Artificial Intelligence (AI) to its fullest to solve global complex problems.

There is a **wave of new business practices** taking the world by storm. The Project Economy is a world in which:

- Companies and countries are valued based on the projects that they invest in and where value is derived on the solutions projects bring to society.
- Employees' worth is directly tied to the project they are assigned to, not their titles and hierarchies.
- Projects are much more complex with involvement and influence from all functional areas of the organization.
- More data is available than ever, and it's becoming increasingly complex and essential to delivering real value.

It is this new “projectification” of the economy that will change how we work forever. With diverse teams working on complex challenges, a renewed focus on results and effective data management will directly impact an organization's ability to make meaningful connections, driving both organizational and economic growth. So how does this apply to Latin America?





# From Challenges to Change



## Building a Unified and Productive Latin America

Working together could transform Latin America. Imagine if a region like Latin America were like the European Union, where countries join forces with shared trade deals and simple, common rules. This unity would open new markets, make teamwork easier, and boost economic strength. With cross-border projects, Latin America could unlock huge potential, driving growth and prosperity for everyone.

A second challenge is a transition from “extractive” to “inclusive” economies. Daron Acemoglu and James Robinson **wrote in their book** “The Origins of Power, Prosperity and Poverty, Why Nations Fail” that extractive economies built on commodities struggle to provide real economic growth and in some cases to even sustain economies. Commodities are unpredictable and rise and fall with global market swings. This puts countries in a vulnerable spot. If sustainable growth is the goal, diversification, and transition to inclusiveness through investments in technology, innovation, sustainable development, and trade—are areas that offer higher value and more stability in the long run.

And then there’s productivity, which might be the biggest challenge. Latin America works hard—longer hours than many other regions, but they have not seen the same results. Compared to the G7 nations, efficiency lags behind. The slowing of labor-force growth, through natural forces and mass immigration, may be the best argument for automation. This is where the Project Economy can be a game-changer. With the right focus on automation, AI, and smarter ways to manage projects, we can start to close the gap with the current labor-force. It’s not about working harder—it’s about working smarter and delivering more value with less effort.





# Breaking Down Hierarchies



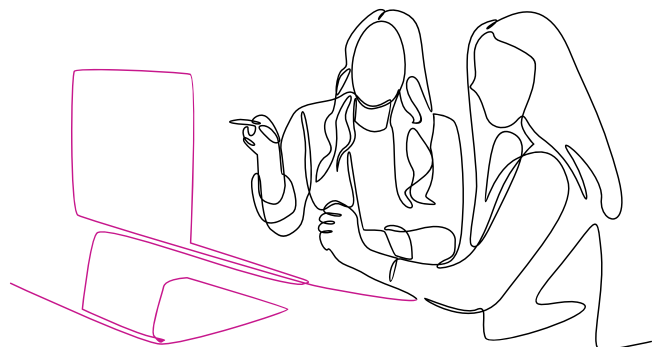
## Collaboration in the Project Economy

In the Project Economy, success is directly connected to cross-functional collaboration, not rigid hierarchies nor job titles. Whether it's engineering, IT, innovation, or any other department, teams must work together to get results. This is the new reality. Everyone plays a role, and it's the collaboration among departments that will drive success.

For Latin America, this represents a significant cultural shift. Businesses in the region have traditionally been hierarchical, with clear chains of command. But in the Project Economy, what matters most is your role within the project, not your title. The teams that thrive will be those that break down silos and bring diverse skill sets to the table, working together to solve complex challenges.

There are numerous examples of how Project Economy teams work together to solve complex global challenges; from the COVID-19 vaccine to energy companies spending billions of dollars to put the entire electrical grid underground to reduce risks of forest fires.

It isn't just scientists or engineers who make it happen. ESG, logistics, manufacturing, IT, Innovation, Finance—they are all key players. Everyone has a part to play. The magic comes from teams working together, using data and SPM tools to stay coordinated. That's how they managed to roll out life-saving vaccines across the globe. This kind of teamwork, where everyone pulls together, is what leads to real, transformative results.





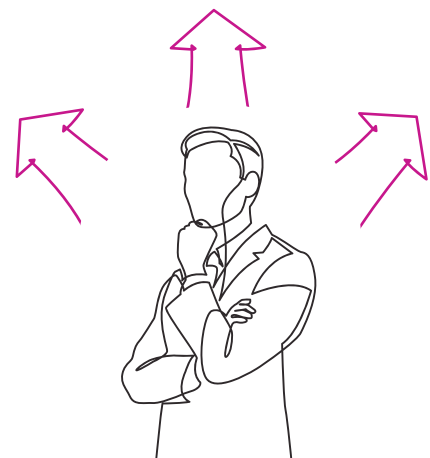
# Choosing the Right Projects is the Key to Transformation



Organizations that succeed don't just complete tasks—they align their projects with long-term goals that affect real change in the world. The stakes are high. Big challenges, like climate change, sustainable energy, and innovation, offer huge opportunities. The UN's Sustainable Development Goals (SDGs) could unlock \$12 trillion in economic value and create 380 million jobs worldwide. Latin America has no shortage of the right natural materials and knowledge to provide global solutions for any one of these. More specifically, there are numerous studies that suggest that **the Andes is one of the best regions in the world to provide alternative energy** (wind, solar, hydro, and geothermal). Just one solution can create a global competitive advantage.

So, how do you choose the right projects? That's where Strategic Portfolio Management (SPM) tools help organizations align projects with their goals. Picture a clear view of how each project leads to long-term success. Track your return on investment and know exactly where to focus resources for the best impact. That's the power of SPM.

According to the Project Management Institute (PMI), organizations that have proven project management practices **waste 28-times less money** than organizations with poor performance. With the right SPM tool, you make smarter, faster decisions—based on real data.





# The Role of PMOs in Driving Transformative Change



In today's **Project Economy**, the PMO is now a key player in **strategic decision-making**. In fact, the emergence of the Chief Project Officer in multinational organizations in the US and Europe is a testament to the importance of the Project Economy. The companies that get ahead are the ones where PMOs take charge of which projects to choose, how to execute them, and how to keep them aligned with the big picture. PMOs in Latin America have to gain a seat in the C-Suite. Your organization will be defined in the future by the projects you select and fund today. PMOs must have a voice in these discussions and decisions.

PMOs can't just think about finishing on time or staying on budget. The focus has to be on **transforming results**. It's about looking at how projects create **long-term value** and tackle big challenges. PMOs should lead the way and ensure organizations invest in projects that drive innovation, sustainability, and future success.







# Harnessing the Power of Artificial Intelligence and Automation

AI and automation help us better connect information so we can make better decisions. Artificial Intelligence helps organizations predict risks, optimize resources, and make smarter, faster decisions using real-time data. There is no shortage of data in Latin America—putting Latin American companies on par with the rest of the world. Latin American companies have a significant opportunity to enhance how they organize project data to allow for more impactful insights and strategic connections.

This is where SPM tools with AI come into play. Imagine being able to leverage all of the disjointed data to predict project delays before they even happen. You can dynamically reallocate resources to keep your entire project portfolio running smoothly—all from one platform. Global companies are already using AI in their project management processes, and they're seeing significant productivity gains and better project outcomes.

In the U.S., 60% of companies are leveraging AI, and the U.K. is even further ahead at 70%. Meanwhile, only 40% of Brazilian workers have had exposure to AI, highlighting the need for faster adoption across Latin America. More interesting, and encouraging, Brazil, Argentina, Mexico and Chile are all in the top 25 countries on the four pillars of value creation and capture potential of countries in AI: Innovation, Capital, Rules and Data. They all score very well in Data Volume and Complexity but need improvements in Innovation and Capital.





Let's dive into some real-world examples where AI and automation are transforming project management:

### 1 **Oscar, the PPM Bot**

Imagine starting your day by knowing exactly what to prioritize. **Oscar, Planisware's PPM bot** built on and powered by Natural Language Processing (NLP), scans all your deliverables, tasks, and risks, then tells you what needs your attention first. It's like having a digital assistant that helps you stay on top of your workload and get more done in less time.

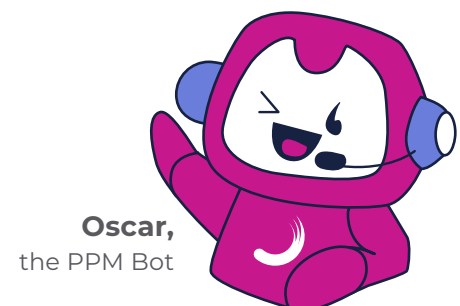
### 2 **Preventing Delays with Machine Learning**

One company, supplying products to OEMs, faced costly delays from late deliveries. By using machine learning, they spotted patterns in past projects to see what caused the hold-ups. AI pinpointed activities likely to cause delays, allowing them to take action before problems occurred. This proactive approach saved time, money, and kept their projects on track.

### 3 **Swarm Intelligence Solves Resource Bottlenecks**

Inspired by how ants and bees work together, **swarm intelligence** helps companies manage their resource by analyzing real-time data to fix bottlenecks fast, ensuring the right people are on the right tasks at the right time. It's a simple but powerful way to keep projects moving without a hitch.

The benefits are clear: SPM tools with AI help companies make smarter decisions, allocate resources efficiently, and deliver real value. In Latin America, where growth potential is enormous, adopting AI and automation is the key to staying competitive. With these tools, companies can solve bigger problems, drive innovation, and push toward the future.





# Embracing the Future

## Latin America's Next Move in the Project Economy

Latin America is finally in the right place at the right time to excel in the Project Economy. The global stage is evolving fast, and to stay competitive, businesses in the region need to rethink what a project is and how they select and manage them. It's all about survival—it's about thriving in a world where the right projects solve global challenges and create a global competitive advantage.

Now is the time to look closely at how AI, PPM tools, and automation can leverage the vast datasets and completely transform the way projects are managed. Imagine the LATAM 5 all being top 20 economies in the future. Getting there will mean they are able to predict issues before they arise, allocate resources with precision, and see how every project aligns with your long-term strategy. That's the kind of power that's within reach.

So, what should businesses in Latin America do next? Here's a start.

- 1 Prioritize innovation.** Look for projects that challenge the status quo and bring real, long-term value. It's time to move beyond the quick wins and focus on what will set your business apart in the future.
- 2 Embrace AI and automation.** These aren't just trends—they're tools that can take your efficiency to the next level. Start small, experiment, and scale up. The payoff will come quickly.
- 3 Foster cross-functional collaboration.** Break down the silos. The most successful projects are those where teams from all departments work together seamlessly. Encourage communication and make data-driven decisions a part of your company culture.

By shifting the focus to PPM tools and AI-powered insights, Latin American businesses can turn their project portfolios into engines of innovation and success. The tools are there. The opportunities are waiting. Now, it's about taking that next step and unlocking the region's full potential in the global economy.



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