

June 2025

From Hype to Value: Using GenAI to Accelerate Life Sciences Critical Paths

PMI Hackathon 2025



Value Proposition of the PMI Thought Leadership

PMI Thought Leadership

Thought Leadership (TL) is a multidisciplinary team of subject matter experts, experienced leaders and researchers dedicated to **creating, retaining, and disseminating innovative and thought-provoking research and content** related to the future of project management profession.

Focus Areas

Individuals – Equip project professionals with high quality, actionable recommendations to drive individual growth, performance, and continuous learning.

State of the Profession – Inform project professionals of the latest trends and practices to improve project management effectiveness and success as well as to advance the profession.

Enterprise & Innovation – Inspire and provide strategic direction to senior executive leaders to help transform their organizations for long-term growth.

Quick Pulse Check

Past Experiences With GenAI Adoption

When you've been asked to incorporate AI into your projects, how often has the request come without a clear explanation of what specific business problem it should solve?

- Every time
- Most of the time
- About half the time
- Rarely
- I haven't been asked to use AI in projects yet

The Reality Check

Failures and Successes

Core Problem

Key Stat: 30% of GenAI projects will be abandoned after proof of concept *by end of 2025*

Main Cause: Starting with technology instead of business problems

Sources:

Sources:

30% of Generative AI Concepts Will Be Abandoned By 2025, Gartner, July 2024.

Projectified Podcast, March 26, 2025

The Project Professional's GenAI Journey: From Quick Wins to Leading the Transformation. Project Management Institute, April 2025.

Pathway to Success



Trailblazers use GenAI in 51% of their projects



Explorers use GenAI in 1-15% of their projects

Trailblazers have figured out a different approach: start with problems, not technology

Your Session Takeaways

What You'll Leave With Today

Clear identification

- Where GenAI can accelerate critical paths in pipeline projects

Strategic framework

- How to apply AI with the “3As” decision lens

Goal

“We should use AI more”



“Here’s how AI solves this specific project process problem”

Critical Path Bottlenecks

Challenges and GenAI Opportunities



Critical Path Bottlenecks

Where GenAI Can Accelerate Your Critical Paths



Cross-Organizational Coordination

Multiple CROs, regulatory bodies, partners to juggle



42% of Trailblazers use GenAI for communication tasks.

Source: *First Movers' Advantage: The Immediate Benefits of Adopting Generative AI for Project Management*, Project Management Institute, March 2024.



Regulatory Navigation

Hundreds of cross-regional guidance documents to follow



56% of Trailblazers used GenAI for documentation review and management.

Source: *First Movers' Advantage: The Immediate Benefits of Adopting Generative AI for Project Management*, Project Management Institute, March 2024.



Data Integration

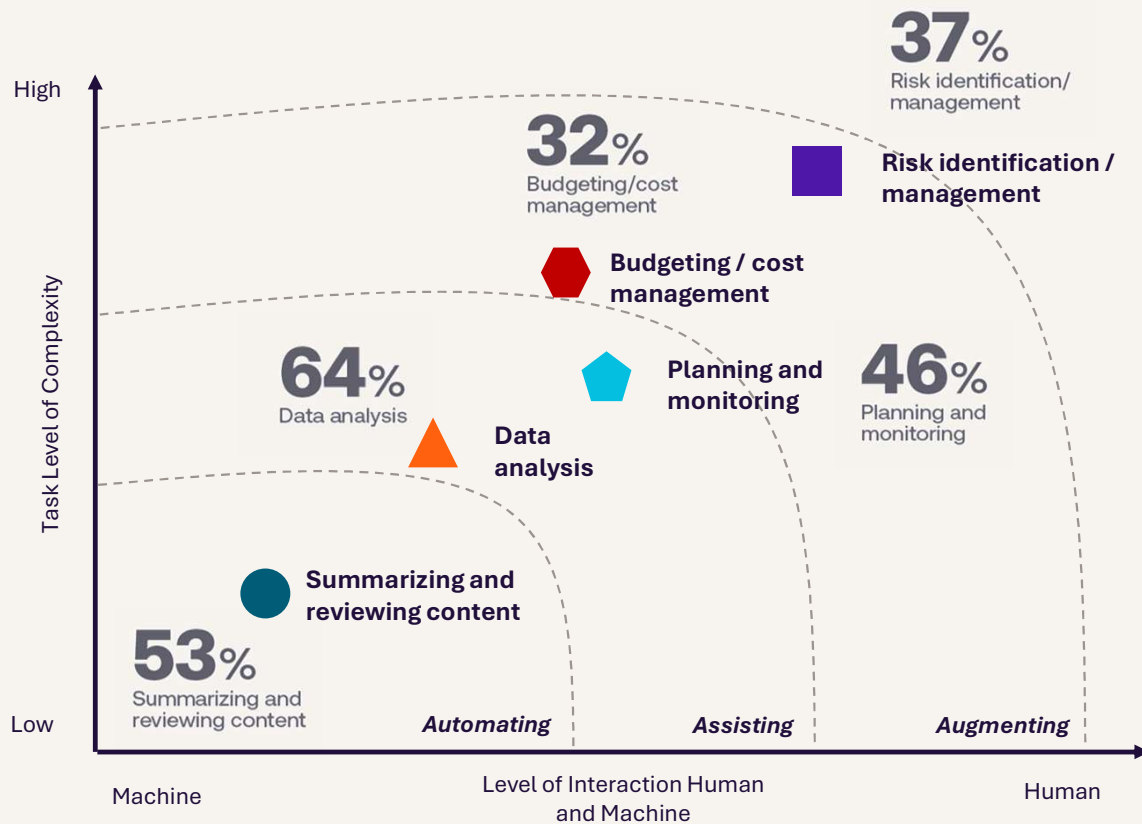
Multiple systems, formats, analysis levels



64% of project professionals surveyed use GenAI for data analysis.

Source: *Pushing the Limits: Transforming Project Management with GenAI Innovation*, Project Management Institute, September 2024.

The Transformative Potential of GenAI



Source: Shaping the Future of Project Management with AI, Project Management Institute, October 2023.

Automation

GenAI can automate tasks that are low complexity and require little human intervention in their final output.

Assistance

At the assisting level, project professionals can leverage GenAI tools to complement their analysis, get first drafts for review by experts, and iteratively build the expected output for a particular task.

Augmentation

The most complex level is augmenting, where project professionals can enhance existing capabilities and learn new skills to perform more complex and strategic tasks.

Automation

Eliminate Routine Delays

Key Benefits:

- Error reduction in regulatory documentation
 - Fewer possible points of failure
- Bandwidth creation for strategic work
 - Leverage time that requires your expertise
- Potential cost savings
 - 52% vs. 32% for advanced versus exploring-level adopters

Activity	Net Usage	Individual Performance Aspects Improved by GenAI			
		Productivity	Creativity	Problem-Solving	Effectiveness
Data analysis	64%	69%	54%	65%	47%
Summarizing and reviewing content	53%	62%	50%	44%	61%
Planning and monitoring	46%	62%	50%	59%	48%
Risk identification/management	37%	64%	48%	66%	51%
Budgeting/cost management	32%	61%	61%	66%	41%

Sources: Sustainability in the Age of AI: The Integration Imperative. April 2025.

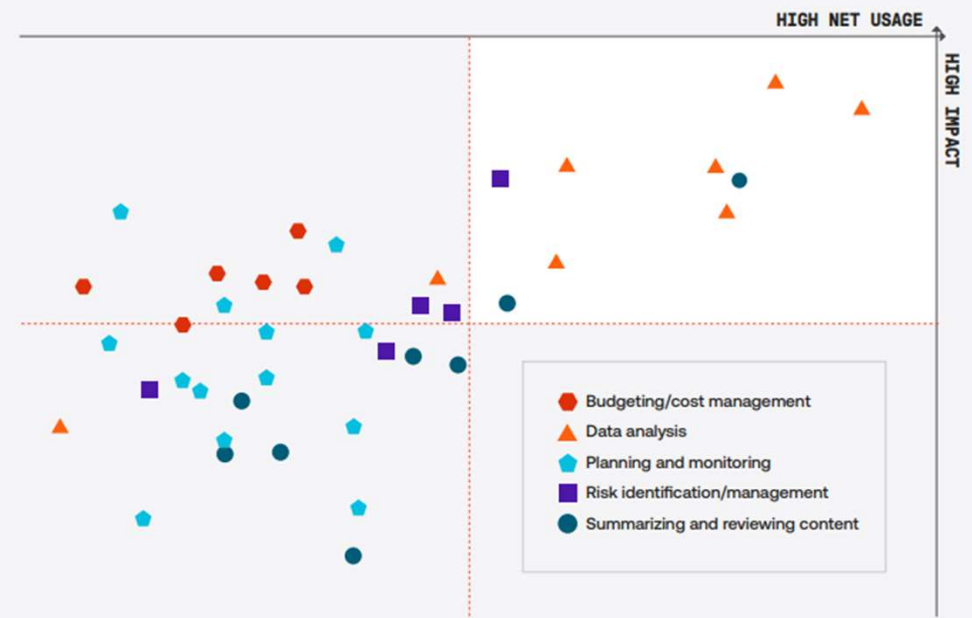
Pushing the Limits: Transforming Project Management with GenAI Innovation, Project Management Institute, September 2024.

Assistance

Accelerate Decisions

Key Benefits:

- Power starting point for analysis
 - Comprehensive first drafts to review
- Synthesizes mass quantities of information
 - Potentially reduce weeks of analysis
- Explore new ideas
 - Utilize GenAI as a sounding board



Source: *Pushing the Limits: Transforming Project Management with GenAI Innovation*, Project Management Institute, September 2024.

Augmentation

Enhance Capabilities

Key Benefits:

- Trailblazers 16x more likely to achieve advanced productivity gains
 - Test
- Major productivity gains over Explorers in risk management and decision support



Source: *The Project Professional's GenAI Journey: From Quick Wins to Leading the Transformation*, Project Management Institute, April 2025.

Interactive Classification

Practice the Framework

Instructions: I'll give you 3 scenarios. For each, type in chat:

A for Automate

B for Assist

C for Augment

Think about: Task complexity and where your PM expertise is most needed

Your GenAI Journey

Embracing the Trailblazer mindset

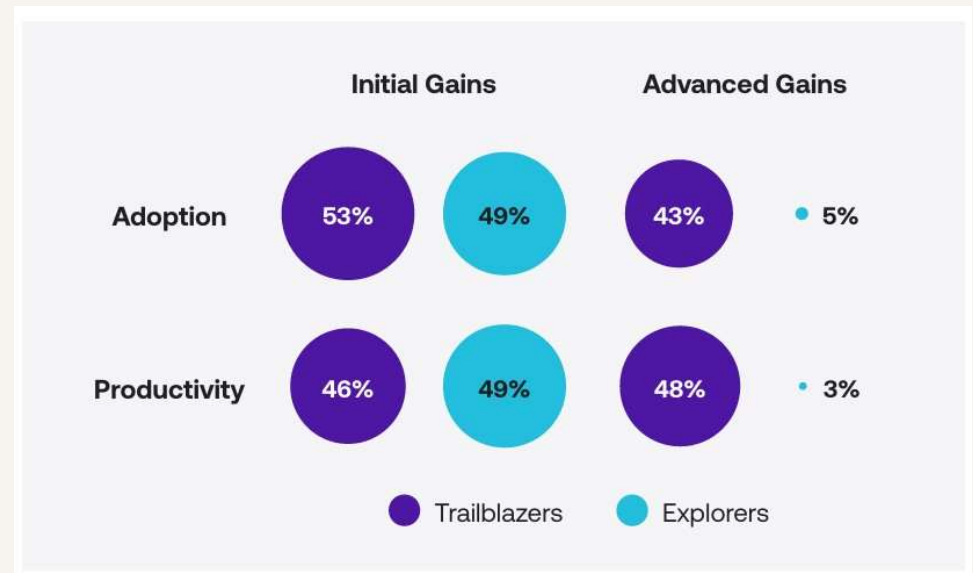


Explorers Vs. Trailblazers

Own Your Development Path

Key Differences:

- **Explorers** ask: "How can GenAI help me work faster?"
- **Trailblazers** ask: "What bottlenecks prevent us from delivering value, and how can GenAI eliminate them?"



Source: *The Project Professional's GenAI Journey: From Quick Wins to Leading the Transformation*, Project Management Institute, April 2025

Call to Action

Ready to Move from Hype to Value?

Your Framework:

- Start with critical path bottlenecks
- Apply the 3As strategically
- Think like a Trailblazer

Next:

- Apply this in your breakout discussions

Goal:

- Eliminate bottlenecks that affect product outcomes

Thank You

Next: Breakout groups

