EPM 15 - Communication Planning

Project Communication

- 1. Definition and Importance
- 2. Cultural issues
- 3. Communication Requirements Analysis
- 4. Types of communication
- 5. Communication Plan

Communication

Throughout the project a need to communicate to

- 1. Project Sponsor
- 2. Team members
- 3. Other stakeholders
 - a. Customers
 - b. Clients
 - c. Suppliers
 - d. Partners
 - e. The public

For each group

- 1. Purpose
- 2. Frequency
- 3. Format
- 4. Amount of time
- 5. Possible need for a hierarchy of reporting:
 - a. Portfolio
 - b. Program
 - c. Project
 - d. Task group

Synchronous Options

- 1. Face to face
- 2. Synchronous but not in the same place– (remember the time zones!)
 - a. Conference call
 - b. Video link
 - c. Computer-assisted video conference
 - d. IM; texting

Asynchronous Options

- 1. Courier, mail
- 2. E-mail
- 3. Fax
- 4. Project Blog
- 5. RSS
- 6. Social media presence

Communication Planning

- 1. Who?
- 2. Why?
- 3. What do they need/want to know? Or communicate to the project?
- 4. When? How frequently?
- 5. How? (what method(s) do they prefer? Are there methods that are unsuitable?
- 6. Who will be the contact point from the project for this communication?

Team Meetings

- 1. Purpose is to verify progress, identify challenges and get assistance where needed.
- 2. Frequency and duration may vary throughout the project
- 3. Be considerate and schedule "off-line" meetings if only a few are involved in a particular item. It wastes the time of the rest.
- 4. Frequent very short meetings may be more effective with a small team (daily "stand-up" meetings are a standard part of Agile Systems Development.)
- 5. PM may need to meet and report with other PMs in the same program or portfolio.

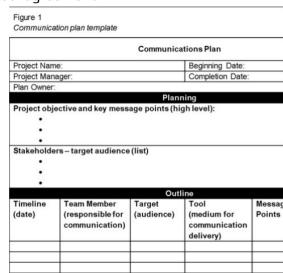
Report to Management or Sponsor

- 1. Frequency and format may be dictated by Sponsor
- 2. Purpose to report progress, identify challenges and changes, get support for necessary changes or added resources
- 3. Need balance between "raising the alarm" too early and waiting too long and being "in too deep"

Other stakeholders

- 1. The community may need to be consulted and informed—about the Riverview Lands project in Coquitlam.
- 2. Business customers or suppliers may be impacted by the project.
- 3. The project contractor/supplier needs to know about other aspects of the project and inform the PM of the status.
- 4. The government may have a role—permits, inspections, other
- 5. The Project Management Office
- 6. The frequency, format and content of communications may be dictated by law or may be a provision of a contractual agreement.

Communication Plan Template



Summary

- 1. Project Communication
- 2. Project communication is a key success factor
- 3. Start with a Communication Requirements Analysis and then Prepare a Communication Plan that considers all the stakeholders
- 4. Consider a variety of synchronous and asynchronous methods
- 5. Use appropriate technology
- 6. Consider cultural issues when planning and carrying out project communication
- 7. Remember communication is a two-way process, not always "broadcast!"