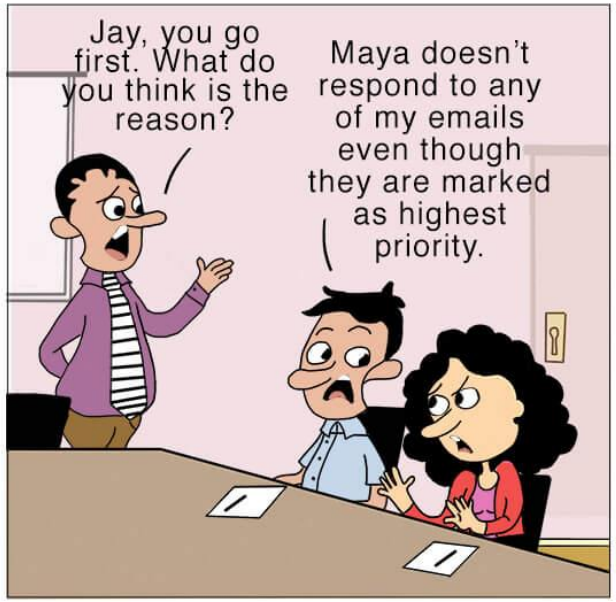
Project Communications Management

ENG. (MS.) KITHMA VIDANAPATHIRANA

Project Management FUN-DAS ™



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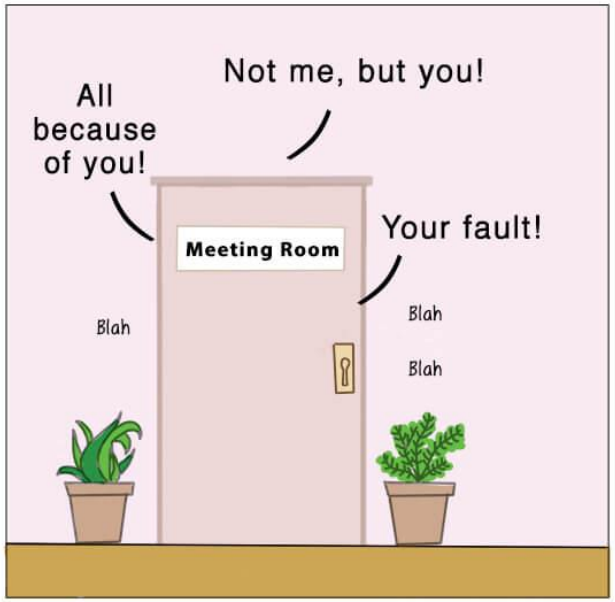

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Project Communication Management

Communication is a vital element of a well-managed project. To communicate effectively, project team members must have a good understanding of the communications process. Based on stakeholder analysis, the project manager and the project team can determine the communications that are needed.

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Project Communications Management

- Project communication management is a collection of processes that help make sure the right messages are sent, received, and understood by the right people.

Processes of project communications management

1. Plan communication management

- Process of developing an appropriate approach and plan for project communications activities based on the information needs of each stakeholder or group, available organizational assets, and the needs of the project
- **Key benefit:** it is a documented approach to engage stakeholders effectively and efficiently by presenting relevant information in a timely manner

Plan communications management- Overview

Tools and Techniques

Communication technology– Common methods used for information exchange and collaboration include conversations, meetings, written documents, databases, social media, and websites.

Factors that can affect the choice of communication technology

- Urgency of the need for information
- Availability and reliability of technology
- Ease of use
- Project environment
- Sensitivity and confidentiality of the information

Tools and Techniques

Communication model– Communication models can represent the communication process

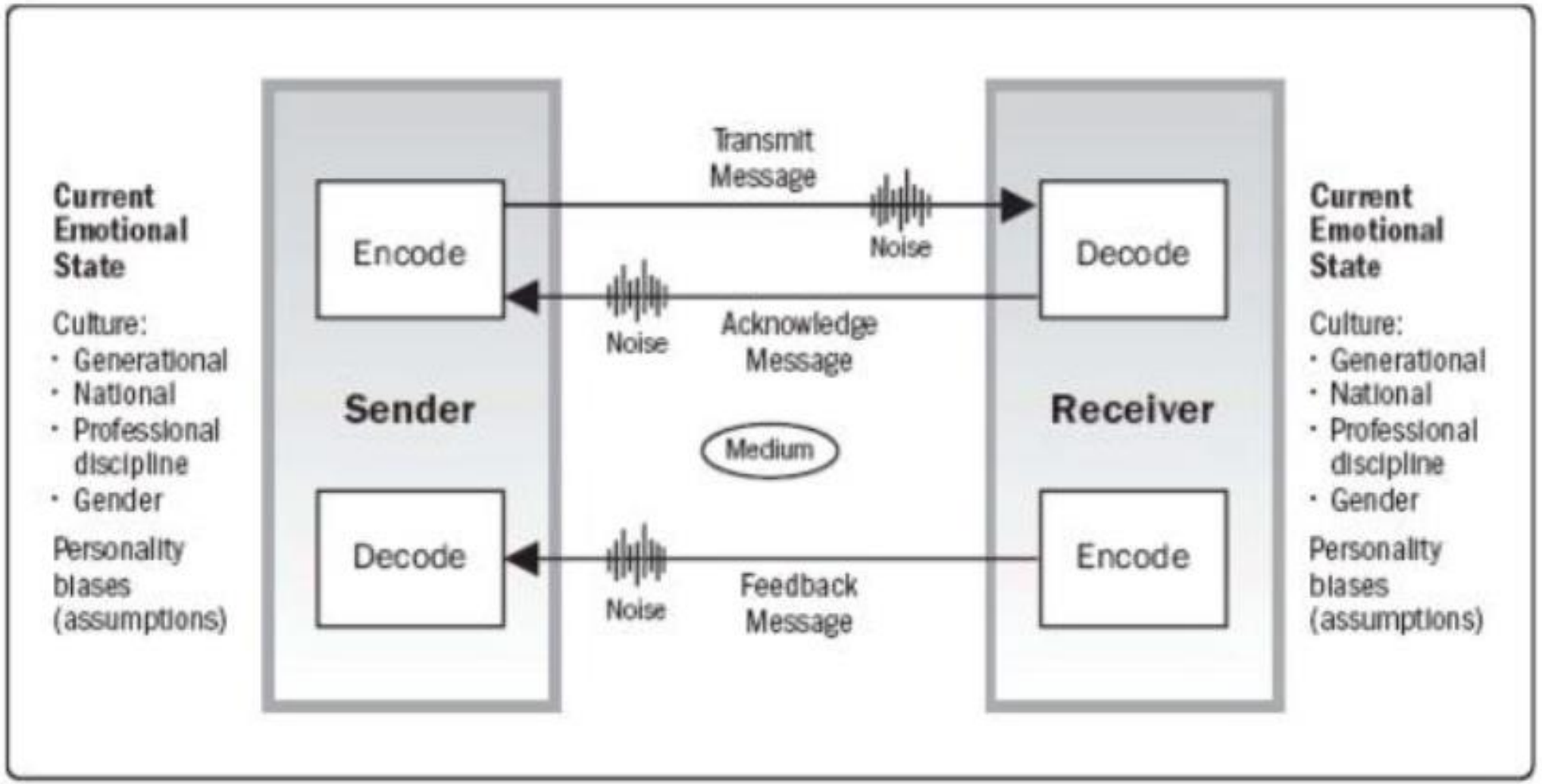
- in its most basic linear form (sender and receiver); Linear Communication Model
- in a more interactive form that encompasses the additional element of feedback (sender, receiver, and feedback); Interactive Communication Model or
- in a more complex model that incorporates the human elements of the sender(s) or receiver(s) and attempts to show the complexity of any communication that involves people; Transactional Communication Model

Sample interactive communication model

- This model describes communication as a process consisting of two parties, the sender and receiver, and recognizes the need to ensure that the message has been understood.

- Noise includes any interference or barriers that might compromise the understanding of the message, such as the distraction of the receiver, variations in the perceptions of receivers, or lack of appropriate knowledge or interest.

Sample interactive communication model



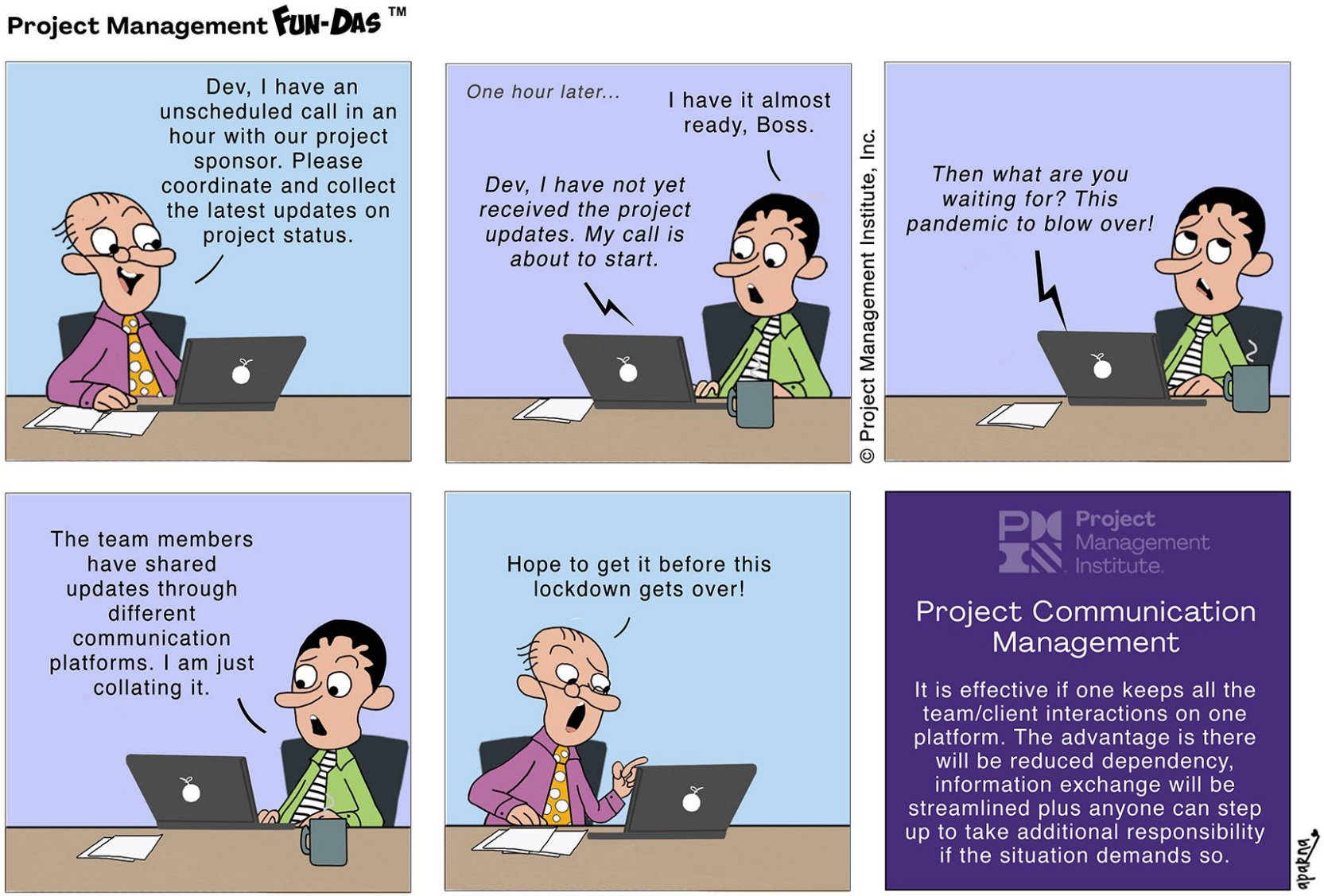
Communication methods

i. **Interactive communication** method is used when immediate action is required (ex: as meetings, phone calls, instant messaging, some forms of social media, and videoconferencing)
ii. **Push communication** is used to convey large amounts of information to stakeholders (ex: letters, memos, reports, emails, faxes, voice mails, blogs, and press releases)
iii. **Pull communication** is used when you want to provide stakeholders with the ability to access information in their own time. (ex: web portals, intranet sites, e-learning, lessons learned databases, or knowledge repositories)

Outputs - Communications management plan

Component of the project management plan that describes how project communications will be planned, structured, implemented, and monitored for effectiveness.

- ✓ Stakeholder communication requirements.
- ✓ Information to be communicated, including language, format, content, and level of detail.
- ✓ Reason for the distribution of that information.
- ✓ Timeframe and frequency for the distribution of required information and receipt of acknowledgment or response, if applicable.
- ✓ Person responsible for communicating the information.
- ✓ Person responsible for authorizing release of confidential information.
- ✓ Person or groups who will receive the information, including information about their needs, requirements, and expectations.
- ✓ Methods or technologies used to convey the information, such as memos, email, press releases, or social media.
- ✓ Resources allocated for communication activities, including time and budget.
- ✓ Glossary of common terminology.
- ✓ Flow charts of the information flow in the project, workflows with possible sequence of authorization, list of reports, meeting plans, etc.



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2. Manage communication

Process of ensuring timely and appropriate collection, creation, distribution, storage, retrieval, management, monitoring, and the ultimate disposition of project information.

Key benefit - it enables an efficient and effective information flow between the project team and the stakeholders.

3. Monitor communication

Process of ensuring the information needs of the project and its stakeholders are met.

Key benefit - of this process is the optimal information flow as defined in the communications management plan and the stakeholder engagement plan.