

COMMUNICATIONS MANAGEMENT PLAN TEMPLATE

COMMUNICATION MANAGEMENT PLAN **BREGGHAN MINI GROCERY STORE**

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INTRODUCTION

The communication management plan will provide a structured approach for managing and controlling project communications. Furthermore, it will help guarantee that all the information delivered to the stakeholders are true, accurate, and correct by using the most effective communication channels. With this, the team can mitigate risks, engage more with the stakeholder, and improve coordination.

COMMUNICATIONS MANAGEMENT APPROACH

The Communications Management Approach will be handled by the project manager and will ensure that there is an effective communication in the project. Furthermore, the project manager will focus majority of his time allocated in foreseeing the project and reporting the performance of each team member. He will also be responsible for seeing with the project stakeholders and is responsible for organizing meetings, meeting with the team members, and implementing a project plan.

COMMUNICATIONS MANAGEMENT CONSTRAINTS

All projects are subject to limitations and constraints as they must be within scope and adhere to budget, scheduling, and resource requirements. Project planning and documentation are no exception to this rule. There may also be legislative, regulatory, technology, or organizational policy requirements which must be followed as part of communications management. These constraints must be clearly understood and communicated to all stakeholders. While communications management is arguably one of the most important aspects of project management, it must be done in an effective manner and within the constraints of the allocated budget, time, and resources.

STAKEHOLDER COMMUNICATION REQUIREMENTS

Most projects consist of a broad range of stakeholders all of whom may have differing interests and influence on the project. As such, it is important for project teams to determine the communication requirements of these stakeholders in order to more effectively communicate project information. There are a number of methods for determining stakeholder communication requirements; however, it is imperative that they are completely understood in order to effectively manage their interest, expectations, and influence and ensure a successful project.

ROLES

Project Sponsor

The project sponsor is the champion of the project and has authorized the project by signing the project charter. This person is responsible for the funding of the project and is ultimately responsible for its success. Since the Project Sponsor is at the executive level communications should be presented in summary format unless the Project Sponsor requests more detailed communications.

Program Manager

The Program Manager oversees the project at the portfolio level and owns most of the resources assigned to the project. The Program Manager is responsible for overall program costs and profitability as such they require more detailed communications than the Project Sponsor.

Key Stakeholders

Normally Stakeholders includes all individuals and organizations who are impacted by the project. For this project we are defining a subset of the stakeholders as Key Stakeholders. These are the stakeholders with whom we need to communicate with and are not included in the other roles defined in this section. The Key Stakeholders includes executive management with an interest in the project and key users identified for participation in the project.

Change Control Board

The Change Control Board is a designated group which reviews technical specifications and authorizes changes within the organizations infrastructure. Technical design documents, user impact analysis and implementation strategies are typical of the types of communication this group requires.

Customer

You should identify the customer if the project is the result of a solicitation. In such a case, the customer will be involved in reviewing prototypes, approval of designs and implementation stages and acceptance of the final project the project generates.

Project Manager

The Project Manager has overall responsibility for the execution of the project. The Project Manager manages day to day resources, provides project guidance and monitors and reports on the projects metrics as defined in the Project Management Plan. As the person responsible for the execution of the project, the Project Manager is the primary communicator for the project distributing information according to this Communications Management Plan.

Project Team

The Project Team is comprised of all persons who have a role performing work on the project. The project team needs to have a clear understanding of the work to be completed and the framework in which the project is to be executed. Since the Project Team is responsible for completing the work for the project they played a key role in creating the Project Plan including defining its schedule and work packages. The Project Team requires a detailed level of communications which is achieved through day to day interactions with the Project Manager and other team members along with weekly team meetings.

Steering Committee

The Steering Committee includes management representing the departments which make up the organization. The Steering Committee provides strategic oversight for changes which impact the overall organization. The purpose of the Steering Committee is to ensure that changes within the organization are effected in such a way that it benefits the organization as a whole. The Steering Committee requires communication on matters which will change the scope of the project and its deliverables.

Technical Lead

The Technical Lead is a person on the Project Team who is designated to be responsible for ensuring that all technical aspects of the project are addressed and that the project is implemented in a technically sound manner. The Technical Lead is responsible for all technical designs, overseeing the implementation of the designs and developing as-build documentation. The Technical Lead requires close communications with the Project Manager and the Project Team.

PROJECT TEAM DIRECTORY

The following table presents contact information for all persons identified in this communications management plan. The email addresses and phone numbers in this table will be used to communicate with these people.

Role	Name	Title	Organization/ Department	Email	Phone
Project Sponsor	A. White	VP of Technology	IT	a.white@abc.com	(555) 555-1212
Program Manager	B. Brown	PMO Manager	PMO	b.brown@abc.com	(555) 555-1313
Project Manager	C. Black	Project Manager	PMO	c.black@abc.com	(555) 555-1414

Project Stakeholders	See Stakeholder Register	See Stakeholder Register	See Stakeholder Register	See Stakeholder Register	See Stakeholder Register
Customer	J. Doe XYZ Corp	Manager	IT	J.Doe@xyz.com	(615) 555-8121
Project Team					
Technical Lead					

COMMUNICATION METHODS AND TECHNOLOGIES

Many times, the methods and technologies used to communicate are just as important of a consideration as the information being communicated. Imagine a large project with many stakeholders who all have different technological capabilities. Some may have access to a share drive while others do not. Some may have access to video teleconferencing and others only have telephone and email capabilities. In order to be effective, project information must be communicated to everyone involved by some method using available technology. Determining communication methods and what technologies are available should be part of determining stakeholder communication requirements.

COMMUNICATIONS MATRIX

The following table identifies the communications requirements for this project.

COMMUNICATION FLOWCHART

Flowcharts provide a visual representation of a process or processes which often allow a better understanding of how the process is intended to work. Project communications may be extremely complex depending on the size and scope of the project and the number of stakeholders. A flowchart provides all stakeholders with a better understanding of the steps involved with the distribution of all project communications.

GUIDELINES FOR MEETINGS

COMMUNICATION STANDARDS

Standardization is a proven way to simplify the complexities of project management communications. Many organizations develop and use standard templates or formats for the various communication tools used throughout projects. Standard templates and formats may be applied to certain types of project meetings or specific types of communication (i.e. emails, status reports, etc.). By using standardization, organizations can help ensure that its project teams and stakeholders have a thorough understanding of what is expected and achieve consistent and effective communications.

In addition to standard templates and/or formats, organizations may standardize file naming or sharing conventions. An organization may use SharePoint or some other type of Web Portal/Network tool (blogs, message boards, etc.) as a standard platform from which to share information and communicate. Additionally, an organization may have standard file naming conventions for their stored data on their internal share drives. Many of these tools and new technologies are used in today's projects with team members and stakeholders often spread over wide geographic areas. Standardization provides a level of simplicity to an organization's communication platforms and improves effectiveness and efficiency.

COMMUNICATION ESCALATION PROCESS

As issues or complications arise with regards to project communications it may become necessary to escalate the issue if a resolution cannot be achieved within the project team. Project stakeholders may have many different conflicting interests in a given project. While escalations are a normal part of project management, there must be a documented process that defines how those escalations will take place.

GLOSSARY OF COMMUNICATION TERMINOLOGY

SPONSOR ACCEPTANCE

Approved by the Project Sponsor:

<Project Sponsor>

<Project Sponsor Title>

Date: _____