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Project Management

Assignment 15

3/25/2024

**Communication Management Plan**

**New Solutions Enterprise New Product Launch**

**Company Name**

**Street Address**

**City, State Zip Code**

**3/25/2024**

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# Introduction

This Communications Management Plan sets the communications framework for this project. It will serve as a guide for communications throughout the life of the project and will be updated as communication needs change. This plan identifies and defines the roles of persons involved in this project. It also includes a communications matrix which maps the communication requirements of this project. An in-depth guide for conducting meetings details both the communications rules and how the meetings will be conducted, ensuring successful meetings. A project team directory is included to provide contact information for all stakeholders directly involved in the project.

# Communications Management Approach

The Project Manager will take a proactive role in ensuring effective communications on this project. The communications requirements are documented in the Communications Matrix presented in this document. The Communications Matrix will be used as the guide for what information to communicate, who is to do the communicating, when to communicate it and to whom to communicate.

As with most project plans, updates or changes may be required as the project progresses or changes are approved. Changes or updates may be required due to changes in personnel, scope, budget, or other reasons. Additionally, updates may be required as the project matures and additional requirements are needed. The project manager is responsible for managing all proposed and approved changes to the communications management plan. Once the change is approved, the project manager will update the plan and supporting documentation and will distribute the updates to the project team and all stakeholders. This methodology is consistent with the project’s Change Management Plan and ensures that all project stakeholders remain aware and informed of any changes to communications management.

# Communications Management Constraints

All project communication activities will occur within the project’s approved budget, schedule, and resource allocations. The project manager is responsible for ensuring that communication activities are performed by the project team and without external resources which will result in exceeding the authorized budget. Communication activities will occur in accordance with the frequencies detailed in the Communication Matrix in order to ensure the project adheres to schedule constraints. Any deviation of these timelines may result in excessive costs or schedule delays and must be approved by the project sponsor.

Budget Constraints: All communication activities must be planned and executed within the allocated budget for the project. This includes expenses related to communication tools, platforms, and personnel.

Time Constraints: Communication efforts must be timely and efficient to ensure that project milestones are met according to the schedule outlined in the project plan. Delays in communication can lead to project setbacks.

Resource Constraints: The availability of human resources and expertise for communication activities must be taken into account. The project team should be adequately trained and equipped to handle communication tasks effectively.

Technology Constraints: The project team must work within the technological capabilities and limitations of available communication tools and platforms. Compatibility issues or limitations in technology infrastructure should be addressed proactively.

Scope Constraints: Communication activities should align with the scope of the project and its objectives. Extraneous or unnecessary communication efforts can consume resources and distract from project goals.

# Stakeholder Communication Requirements

As part of identifying all project stakeholders, the project manager will communicate with each stakeholder in order to determine their preferred frequency and method of communication. This feedback will be maintained by the project manager in the project’s Stakeholder Register. Standard project communications will occur in accordance with the Communication Matrix; however, depending on the identified stakeholder communication requirements, individual communication is acceptable and within the constraints outlined for this project.

In addition to identifying communication preferences, stakeholder communication requirements must identify the project’s communication channels and ensure that stakeholders have access to these channels. If project information is communicated via secure means or through internal company resources, all stakeholders, internal and external, must have the necessary access to receive project communications.

Once all stakeholders have been identified and communication requirements are established, the project team will maintain this information in the project’s Stakeholder Register and use this, along with the project communication matrix as the basis for all communications.

# 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 is 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.

Customers of the resulting product from the NSE project will receive regular updates on project progress, including milestones achieved, challenges encountered, and any deviations from the initial project plan. These updates will be provided upon request.

As the primary beneficiary of the NSE project, the customer will be actively involved in reviewing prototypes and providing feedback on design iterations. The customer's approval is required for design proposals and implementation plans. The customer will ultimately determine the success of the project by accepting the final deliverables. The customer should feel empowered to voice any concerns or issues that arise during the project lifecycle.

**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** | John Doe | VP | New Solutions Enterprise |  | (555) 555-1212 |
| **Program Manager** | Sally Smith | Program Manager | New Solutions Enterprise |  | (555) 555-1313 |
| **Project Manager** | Clayton DeSimone | Project Manager | New Solutions Enterprise |  | (555) 555-1414 |
| **Project Stakeholders** | See Stakeholder Register | See Stakeholder Register | See Stakeholder Register | See Stakeholder Register | See Stakeholder Register |
| **Customer** | End purchasers of NSE’s new product | buyers |  |  |  |
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# Communication Methods and Technologies

Email will be the primary means of communication for most stakeholders. Important project updates, announcements, and formal communications can be distributed via email to ensure widespread reach and documentation of correspondence.

A project management platform will be used to facilitate centralized communication, task assignment, and progress tracking. This platform will primarily be used by upper management, but other stakeholders will also have access. The platform will provide the ability to collaborate on tasks, share documents, and receive notifications.

For stakeholders with limited technological capabilities or preferences, traditional telephone communication may be used for discussions, clarifications, and resolving urgent issues. The project manager will ensure accessibility and availability for telephonic communication as needed.

Scheduled meetings, whether virtual or in-person, will provide opportunities for comprehensive project updates, stakeholder engagement, and issue resolution. Regularity and consistency in conducting meetings will help maintain alignment and momentum throughout the project lifecycle.

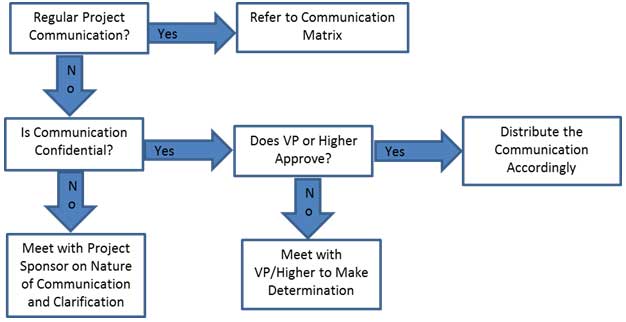
# Communications Matrix

The following table identifies the communications requirements for this project.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Communication Type** | **Objective of Communication** | **Medium** | **Frequency** | **Audience** | **Owner** | **Deliverable** | **Format** |
| Initial Meeting | Introduce the project team and the project. Review project objectives and management approach. | * Face to Face | Once | * Project Sponsor * Project Team * Stakeholders | Project Manager | * Agenda * Meeting Minutes | * Soft copy archived on project SharePoint site and project web site |
| Project Team Meetings | Review status of the project with the team. | * Face to Face * Conference Call | Weekly | * Project Team | Project Manager | * Agenda * Meeting Minutes * Project schedule | * Soft copy archived on project SharePoint site and project web site |
| Technical Design Meetings | Discuss and develop technical design solutions for the project. | * Face to Face | As Needed | * Project Technical Staff | Technical Lead | * Agenda * Meeting Minutes | * Soft copy archived on project SharePoint site and project web site |
| Monthly Project Status Meetings | Report on the status of the project to management. | * Face to Face * Conference Call | Monthly | * PMO | Project Manager | * Slide updates * Project schedule | * Soft copy archived on project SharePoint site and project web site |
| Project Status Reports | Report the status of the project including activities, progress, costs and issues. | * Email | Monthly | * Project Sponsor * Project Team * Stakeholders * PMO | Project Manager | * Project Status Report * Project schedule | * Soft copy archived on project SharePoint site and project web site |

# Communication Flowchart

The communication flowchart below was created to aid in project communication. This flowchart provides a framework for the project team to follow for this project. However, there may be occasions or situations which fall outside of the communication flowchart where additional clarification is necessary. In these situations the Project Manager is responsible for discussing the communication with the Project Sponsor and making a determination on how to proceed.



# Guidelines for Meetings

**Meeting Agenda**

Meeting Agenda will be distributed 5 business days in advance of the meeting. The Agenda should identify the presenter for each topic along with a time limit for that topic. The first item in the agenda should be a review of action items from the previous meeting.

**Meeting Minutes**

Meeting minutes will be distributed within 2 business days following the meeting. Meeting minutes will include the status of all items from the agenda along with new action items and the Parking Lot list.

**Action Items**

Action Items are recorded in both the meeting agenda and minutes. Action items will include both the action item along with the owner of the action item. Meetings will start with a review of the status of all action items from previous meetings and end with a review of all new action items resulting from the meeting. The review of the new action items will include identifying the owner for each action item.

**Meeting Chair Person**

The Chair Person is responsible for distributing the meeting agenda, facilitating the meeting and distributing the meeting minutes. The Chair Person will ensure that the meeting starts and ends on time and that all presenters adhere to their allocated time frames.

**Note Taker**

The Note Taker is responsible for documenting the status of all meeting items, maintaining a Parking Lot item list and taking notes of anything else of importance during the meeting. The Note Taker will give a copy of their notes to the Chair Person at the end of the meeting as the Chair Person will use the notes to create the Meeting Minutes.

**Time Keeper**

The Time Keeper is responsible for helping the facilitator adhere to the time limits set in the meeting agenda. The Time Keeper will let the presenter know when they are approaching the end of their allocated time. Typically a quick hand signal to the presenter indicating how many minutes remain for the topic is sufficient.

**Parking Lot**

The Parking Lot is a tool used by the facilitator to record and defer items which aren’t on the meeting agenda; however, merit further discussion at a later time or through another forum.

A parking lot record should identify an owner for the item as that person will be responsible for ensuring follow-up. The Parking Lot list is to be included in the meeting minutes.

# Communication Standards

For the NSE project, adherence to communication standards is vital to streamline project management processes and ensure effective collaboration among team members and stakeholders.

New Solutions Enterprise will implement standardized templates and formats for formal project communications, ensuring clarity and uniformity across all communication channels. These standards encompass various aspects of project communication, including meetings, reports, and technical discussions:

Kickoff Meeting - The project team will adhere to NSE's standard templates for meeting agendas and minutes during the kickoff meeting. Presentation slides will also follow the standard slideshow template.

Project Team Meetings - Standard templates for meeting agendas and minutes will be utilized during project team meetings. Presentation materials will conform to the organization's standard slideshow template.

Technical Design Meetings - Similar to project team meetings, technical design meetings will adopt NSE's standard templates for agendas, minutes, and presentation slides.

Monthly Project Status Meetings - Monthly project status meetings will adhere to NSE's standard templates for agendas, minutes, and presentation slides, ensuring consistency and clarity in reporting project progress.

Project Status Reports: The project team will utilize NSE's standard templates for project status reports to provide comprehensive updates on project status and milestones.

Informal project communications should be professional and effective but there is no standard template or format that must be used.

# Communication Escalation Process

Efficient and timely communication is the key to successful project completion. As such, it is imperative that any disputes, conflicts, or discrepancies regarding project communications are resolved in a way that is conducive to maintaining the project schedule, ensuring the correct communications are distributed, and preventing any ongoing difficulties. In order to ensure projects stay on schedule and issues are resolved, NSE will use its standard escalation model to provide a framework for escalating communication issues. The table below defines the priority levels, decision authorities, and timeframes for resolution.

|  |  |  |  |
| --- | --- | --- | --- |
| **Priority** | **Definition** | **Decision Authority** | **Timeframe for Resolution** |
| Priority 1 | Major impact to project or business operations. If not resolved quickly there will be a significant adverse impact to revenue and/or schedule. | Vice President or higher | Within 4 hours |
| Priority 2 | Medium impact to project or business operations which may result in some adverse impact to revenue and/or schedule. | Project Sponsor | Within one business day |
| Priority 3 | Slight impact which may cause some minor scheduling difficulties with the project but no impact to business operations or revenue. | Project Manager | Within two business days |
| Priority 4 | Insignificant impact to project but there may be a better solution. | Project Manager | Work continues and any recommendations are submitted via the project change control process |

\*\* NOTE: Any communication including sensitive and/or confidential information will require escalation to VP level or higher for approval prior to external distribution.

# Glossary of Communication Terminology

|  |  |
| --- | --- |
| Term | Definition |
| Communication | The effective sending and receiving of information. Ideally, the information received should match the information sent. It is the responsibility of the sender to ensure this takes place. |
| Stakeholder | Individuals or groups involved in the project or whose interests may be affected by the project’s execution or outcome. |
| Communications Management Plan | Portion of the overall Project Management Plan which details how project communications will be conducted, who will participate in communications, frequency of communications, and methods of communications. |
| Escalation | The process which details how conflicts and issues will be passed up the management chain for resolution as well as the timeframe to achieve resolution. |
|  |  |

Sponsor Acceptance

Approved by the Project Sponsor:

Date:

John Doe

Vice President

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