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**PRINCE2™- Communication Management Strategy**

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| **Project Name:** |  | | |
| **Date:** |  | **Release:** | Draft/Final |
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## Revision History

**Date of next revision:**

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| --- | --- | --- | --- |
| **Revision Date** | **Previous**  **Revision Date** | **Summary of Changes** | **Changes**  **Marked** |
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## Approvals

This document requires the following approvals. A signed copy should be placed in the project files.

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**Overview**

***Purpose***

*A Communication Management Strategy contains a description of the means and frequency of communication to parties both internal and external to the project. It facilitates engagement with stakeholders through the establishment of a controlled and bi-directional flow of information.*

### *Contents*

*The Communication Management Strategy should cover the following topics: Introduction*

* *Communications procedure*
* *Tools & techniques*
* *Records*
* *Reporting*
* *Timing of communication activities*
* *Roles & responsibilities*
* *Stakeholder analysis*
* *Information needs*

## Advice

#### *The Communication Management Strategy is derived from the:* Corporate communications policies (e.g. rules for disclosure for publicly listed companies); The programme’s information management strategy; Other components of the Project Initiation Documentation (in particular the project management team structure, the Risk Management Strategy, Quality Management Strategy and Configuration Management Strategy); Facilitated workshops/informal discussions with stakeholders; and Stakeholder analysis.

*A Communication Management Strategy can take a number of formats, including: Stand- alone product or a section in the Project Initiation Documentation; Document, spreadsheet, mindmap, or entry in a project management tool.*

*The following quality criteria should be observed:*

* *All stakeholders have been identified and consulted for their communication requirements*
* *There is agreement from all stakeholders about the content, frequency and method of communication*
* *A common standard for communication has been considered*
* *The time, effort and resources required to carry out the identified communications have been allowed for in Stage Plans*
* *The formality and frequency of communication is reasonable for the project’s importance and complexity*
* *For projects that are part of a programme, the lines of communication, and the reporting structure between the project and programme, have been made clear in the Communication Management Strategy*
* *The Communication Management Strategy incorporates corporate communications facilities where appropriate (e.g. using the marketing communications department for distributing project bulletins)*

# Introduction

*(States the purpose, objectives and scope, and identifies who is responsible for the strategy)*

# Communications Procedure

*(A description of (or reference to) any communication methods to be used. Any variance from corporate or programme management standards should be highlighted, together with a justification for the variance)*

# Tools and Techniques

*(Refers to any communication tools to be used, and any preference for techniques that may be used, for each step in the communication process)*

# Records

*(Definition of what communication records will be required and where they will be stored (for example, logging of external correspondence))*

# Reporting

*(Describes any reports on the communication process that are to be produced, including their purpose, timing and recipients (for example, performance indicators))*

# Timing of Communication Activities

*(States when formal communication activities are to be undertaken (for example, at the end of a stage) including performance audits of the communication methods)*

# Roles and Responsibilities

*(Describes who will be responsible for what aspects of the communication process, including any corporate or programme management roles involved with communication)*

# Stakeholder Analysis

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| --- | --- | --- | --- | --- |
| **Interested Party**[**1**](#_bookmark0) | **Current**  **Relationship** | **Desired**  **Relationship** | **Inter****faces** | **Key Messages** |
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# Information Needs

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| --- | --- | --- | --- | --- | --- | --- |
| **Interested Party** | **Information for**  **Distribution** | **Information**  **for Collection** | **Information**  **Provider and Recipient** | **Frequency of**  **Communication** | **Means of**  **Communication** | **Format of**  **Communication** |
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