

- :12 The entire company is excited about and interested in Project A. Everyone wants to know what is happening, everyone wants to help celebrate the completion of project milestones, and everyone is waiting eagerly for the project launch.
- 0:25 As the project manager, you ensure that the right project communications are created and distributed to the right people. Sometimes, this is very time-consuming. One of the challenges you face is that each business unit has involvement in the project. For example, the marketing department is coordinating advertising and a social media campaign around the new product. The accounting department needs to update their records to accurately capture product cost and profit figures. Each milestone that you and the team complete brings you closer to the product launch. Each milestone could represent different things to different departments. For example, once the prototype is approved, the marketing department can start creating more of a social media buzz by sharing information about what the product will do. To the accounting department, the approval of the prototype means that they can begin to come up with real material cost numbers. All of this is part of the plan and the schedule.
- 1:19 In your communication plan, you announce milestone completions. Some are even marked [NOISE] by celebrations. When a milestone has different significance to different departments, you decide to create communications that.
- 1:33 In this instance it is tempting to go with C. After all the scenario states that the plan and schedule note what each milestone means to each group. So, when the prototype is approved, a simple announcement that the prototype has been approved is tempting.
- 1:48 A is a better choice, because it also serves as a reminder to move forward, and educates all parties about the significance of the project, and the importance of the involvement of everyone. B is not a good idea, because it is not an effective form of communication. Some representatives will communicate better than others