

## Communication Effectiveness - Potential Solution

S. No.	Potential Communication Improvement
1.	<p><b>Use appropriate mediums for communication.</b></p> <p>For example, Eli relied exclusively on email communications. It is likely that not all team members would read emails frequently but would surely attend a short meeting.</p>
2.	<p><b>Ensure team members and other stakeholders are trained on tools relevant to the project.</b></p> <p>In Eli's scenario, communication technology blockers were at play. Access to SharePoint was an issue, and familiarity with the functionality of both Teams and SharePoint were a problem.</p>
3.	<p><b>Ensure information flow happens 24/7.</b></p> <p>Eli used "Push" communications as the preferred methodology. Moving forward, Eli should plan for "Pull" communications. Set up some stakeholders should be able to access project information as needed 24/7.</p>
4.	<p><b>Communications should be planned.</b></p> <p>Eli needs to consider creating a communications management plan. Meetings should be scheduled on a consistent basis that allows stakeholders to plan ahead and attend.</p>
5.	<p><b>Create a safe environment.</b></p> <p>Fear of conflict is a reality. The project manager needs to create an environment where all stakeholders feel safe sharing—even if what they share may not be perceived as positive. Working norms and ground rules that establish this safe zone could be a plus.</p>
6.	<p><b>Techniques like active listening, clarification, and paraphrasing should be used.</b></p> <p>Eli needs to ensure the message sent was the message received. Active listening dictates that assumptions be validated through requesting clarification and/or paraphrasing.</p>
7.	<p><b>Find ways to motivate the team and stakeholders.</b></p> <p>Eli needs to find ways to motivate the stakeholders and team. Reward power should be used on future projects to determine ways to maintain and improve motivation and</p>

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	commitment. Rewards may be related to achievement, affiliation, or power. In some cases, a simple “Thank You” goes a long way.
8.	<b>Establishing ground rules and norms for virtual meetings.</b>  Communicating virtually is challenging. Eli should consider establishing ground rules and norms to reduce the risk of ineffective communications. Like it or not, virtual communications is a reality in today's work environment.