Project Communication Management

- Scope
- Time
- Cost
- Quality
- HR
- Comm.
- Risk
- Procure.

Project Integration Management
Why Communicate?

“"The key element is communication””
(J K Lemley, 1995, Managing the Channel Tunnel-Lessons Learned)

- The correct information
- To the right stakeholder
- At the right time
Basic Concepts of Communication

- Be specific and forthright
- Knowledge about the receiver of the information
- Design and develop the message with the receiver in mind
- Select the means or medium for the message
- Plan for the timing of the communication

(Cleland, 1999, Project Management)
Communications Planning

Project Stakeholders:

”Individuals or organisations who are actively involved in the project, or whose interest may be affected because of project execution or a successful project”

Stakeholder Analysis:

• Identify (classify) Stakeholders, internal - external
• Describe the communication needs of each stakeholder

Communications management plan:

• a document that guides project communications
Project Stakeholders

Stakeholders are people involved in, or affected by, projects.

Stakeholders include:
- Project sponsor, client
- Project team
- Support staff
- Customers
- Users
- Suppliers
- Opponents to the project

Project managers must:
- Identify
- Understand and,
- Manage relationships with stakeholders
Stakeholder Mapping
The Power/Interest Matrix

- How interested is each stakeholder group to impress its expectations on the projects decisions?
- Do they mean to do so?
- Do they have the power to do so?

(Johnson, Scholes, 1999, Exploring Corporate Strategy)
Information Distribution

Apply the Communications Management Plan:
• the right information
• to the right people
• at the right time
• in a useful format

Important considerations include:
• use technology to support distribution of information

Distribution
• formal and informal methods for distributing information