

Communication management is one of the essential functions that can dramatically affect the outcome of a project.

**P**As project managers, effectively using a communications plan can drastically increase your chances of success. Communication plans should follow two principles: 1) properly collect data and disseminate the appropriate information in a timely manner. In order to do this effectively project teams are obligated to identify the appropriate audiences, develop appropriate communication media, establish a communication schedule and manage the flow of information in and out of the project team all while making sure that stakeholder concerns are taken into account and implemented if need be.

The Project Management (PMI®) Institute states that Communications Planning involves determining the information and communications needs of the stakeholders: who needs what information, when they will need it, how it will be given to them and by whom.



This course focuses on the tools and techniques that project teams can use to build an effective communication plan. That includes how to conduct an effective stakeholder assessment, identify audiences of the project, design and implement a communication strategy and prepare more effective project reports for their stakeholders.

#### Students walk away being able to:

- Conduct an effective stakeholder assessment
- Categorize stakeholders into specific audiences
- Develop an effective project information management approach
- Identify the five elements of a superior communication plan
- Identify the appropriate communication media for different stakeholder groups
- Create effective status report elements
- Conduct effective lessons learned sessions

#### Additional Learning Objectives:

##### Communications Planning

- Defining stakeholders
- Conducting a stakeholder analysis
- Identifying the key stakeholders
- Determining the information needs of the stakeholders
- Determining the elements of the communication plan

##### Information Distribution

- Creating an information gathering process
- Using a project workbook to manage communication
- Creating templates for project status reports
- Creating templates for disseminating project information to stakeholders
- Creating a timeline for information sharing
- Estimating the cost of the communication effort
- Use of technology in information sharing

**PDU Credits: 7**