

Everyone's Smart University

Project (Spring 2021)

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PROJECT LEADERSHIP

Instructions:

- ☐ آخر موعد للتسليم هو يوم الخميس 20-05-2021 في تمام الساعة 9 مساءً.
- ☐ الإجابة متاحة باللغة الإنجليزية أو اللغة العربية مع مراعاة أن تكون المصطلحات العلمية باللغة الانجليزية.
- ☐ يتم تسليم المشروع في صيغة ملف pdf مع الالتزام بنموذج الجامعة ولن تقبل أي مستندات أخرى.
- ☐ يجب مراعاة أقسام البحث الرئيسية (مقدمة Introduction، دراسات علمية سابقة Literature Review، طريقة البحث Methodology، النتائج والمناقشة Results and Discussion، وأخيراً المراجع References). وان كان هناك ملحقات Appendices يتم إضافتها
- ☐ يجب الالتزام بـ Theme موحد كما يلي:
 - حجم الخط 12.
 - نوع الخط Arial.
 - لون الخط أسود.
 - المسافة بين الأسطر 1.5 line spacing.
 - عدد صفحات البحث (لا تقل عن ثلاث صفحات ولا تزيد عن ستة صفحات).

Project Communication and Communication Planning

Introduction

Project managers perform a range of duties and tasks as part of their day-to-day work. However, the central task is to coordinate the actions of those participating in a project to accomplish joint objectives [1]. This involves a project manager collecting information and sharing it with the appropriate team members. Without adequate coordination, various stakeholders and teams in the project can overlap activities, overlook crucial targets and deadlines, miscalculate funding, or the complexity of the project continues to sink beyond what was initially planned. The ultimate outcome is that projects will not finish on time, or worse: they fail.

Literature Review

Project Management Institute (PMI) proposes that a project manager spends approximately 90 percent of his time communicating with stakeholders [6]. According to the PMI survey, 1 out of 3 ventures has a communication failure. Indeed, firms may lose \$135 million for every \$1 billion expended on a project and recent analysis has shown that out of this \$135 million (56 percent) can be attributed to inefficient communications, which shows that communicative shortcomings at the enterprise level are critically needed for organizations [6].

It is difficult to hold all responsible parties up to date on the evolving state of the project without a sufficient schedule for project communication [2]. The lack of accountability ultimately contributes to costly and counter-productive actions that are detrimental to the goals of the project. It is easy to ensure clarity in all aspects of project management by making good coordination in order such that the right decisions are taken which translates into effective execution.

If you do not devise a proper communications strategy, then you will find that the wrong networks are being used at the wrong time [7]. If email is the only media for project management correspondence, requests for the urgent procedure will not be answered promptly. For various reasons, it is essential to develop proper communication channels. The most important element in good communication is perhaps active listening [3]. Our body language will easily show whether we are listening consciously. Eye to eye contact is essential for effective listening. It reveals that you are sincerely concerned and committed to what the speaker is trying to convey.

There are many aspects that determine the effectiveness of your communication approach within the broadest scope of the project management communication framework. To maximize success, the following considerations must also be central to a successful communication process [4]:

1. Objectives

Each message delivered to the internal teams or external partners in the project management process should have a clear aim so that the beneficiaries can take action and close the loop.

2. Audience

The audience concerned refers to the recipient(s) of all messages received during the coordination phase of project management (internal or external). Every message sent to an audience must be aimed first of all at conveying information as quickly as possible so that a person can take adequate action with minimum or no friction.

3. Message

Messages submitted to project management partners need to be tailor-made both to ideally express significance for the viewer and also to the originating stakeholder/source.

4. Channels

Clearly identify lines of communication to keep stakeholders in the loop on any management projects

Methodology

There are important constituent protocols to be introduced before setting up a project management coordination mechanism to ensure appropriate communication equipment is established to succeed on the go. There are three steps to ensuring a good communication plan [5].

- **Plan**

It is vital to develop a project communication tactic before you start a project to decide how relevant information is transmitted to relevant personnel and systems.

- **Manage**

The next move is to implement a project communication approach that provides insights into how the project management processes are developed and when the responsible personnel processes them and applies them.

- **Monitor**

Analyze the approach from time to time to detect what works and what doesn't. Ensure that messages have been delivered, interpreted, and understood using the networks provided. Find out where the differences are at the beginning so that they cannot create confusion at the end.

Below are some of the key points that must be kept in mind for preparing a good communication plan [5].

- Analyze the requirements. Consult the workers concerned to find out precisely what they need to do their part.
- Assign responsible personnel to undertake those process parts.
- All steps where enhancements or changes could be required to ensure maximum efficiency can be analyzed by the negotiation method.
- Continue to iterate your correspondence to keep up with your requirements.

Our organization is trying to improve the performance of its game development engine. I, as a project manager, was assigned the duty to make a communication plan for this project. In the first phase, I have identified all the key stakeholders and their

responsibilities. Identification of stakeholders and their responsibilities really helps in making a good communication plan.

Roles	Responsibilities
Project Executive	Supports reporting procedures, encourages sponsor approvals, coordinates prototypes, and builds working groups, assures appropriate project management strategy execution.
Prototype Developer	Conducts analysis, designs a fast-track prototype, makes standards, and sets them.
Builder	Designs, implements, tests, and integrates modules.
Advisor	Provides feedback, evaluates progress reports, and considers deliverable quality.
Sponsor	Makes provisions on elicitation of conditions and embraces deliverables.

In the next step, I have created a communication matrix that maps the frequency of communication and preferred communication channels to each stakeholder. This matrix takes into account the information needs and responsibilities of each stakeholder.

Stakeholders	Group meetings	Brainstorming session	Review meeting	Product Specification	Email
Project Executive	Weekly		At project start.	At project Start.	Daily
Prototyper	Weekly	Bi-Weekly	Every month		As Required
Builder	As Required			As required.	
Advisor	As needed	As needed	Every Month		As needed

Sponsor	Weekly		As required		Weekly
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In the last step, it will be my responsibility to make sure that the project communication plan is adequate, meets stakeholders' expectations, is reviewed and updated regularly.

Results and Discussion

Without good communication leadership expertise, it would be extremely difficult, if not impossible, for project managers to organize their teams efficiently and direct attempts to achieve project success. A good project leader may remove misunderstandings over project priorities through good communications strategies and processes. Fewer disputes will occur. On the same page will be team managers and stakeholders. This research shows that enhancing coordination between projects improves the probability of achievement of targets. Your reputation relies on good campaigns as a project manager. It is reasonable for each team to adopt a sound plan for project communication. Communication preparation ensures that a project leader takes time to consider partners in the early phase of the project life cycle and how he wants to engage with them. This ensures that all stakeholders are more involved and dedicated to the project's progress and success.

References

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