



Everyone's Smart University

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Introduction

Project communication is a concept which is considered as one of the key components to ensure an entire project success. Project communication involves communicating project aims and objectives, project planning, strategic development, progress and potential project risks and issues. Communication within a project is managed by project stakeholders, leaders and managers. The concerned project is based on the topic of different strategies that are set to maintain effective communication with the team members in a project. As per the overview of the project, it is identified that it is a software development project within a university management. The purpose of this project is to develop a stable database of records pertaining to students. Apart from that, the additional focus is to design a mobile application for students along with an online module containing courses, fees, assignments, duration and assignment submission.

Literature review

Strategies for project communication

Generally, project teams are in a continuous state of communication through email, telephone conversations, video-conferences, face-to-face interaction and non-verbal interactions (Muszynska *et al.* 2015). Whatever media are used, project teams always increase their chances of fulfilling their goals if they manage to develop successful strategies and planning for communication among team members. There are some strategies that can be undertaken by the project managers, in the defined project of software development.

- Regular meeting is an approach to developing effective team communication. Holding regular strategy meetings gives team members an opportunity to determine essential project activities and necessary project changes. Project agenda can be drafted well with the help of team communication as well.
- By being transparent, concise and clear, individuals can build strong and positive communication among team members. Project team leaders are responsible for this and the transparency nature should be there amongst the leaders.

- Using online communication and collaboration tools is another key strategy to develop communication within project team members (Caputo, Evangelista & Russo, 2016). For instance, the concerned project is about designing a software application for PCs and mobiles within a university management. So as per the communication topic, the entire focus should be on students' needs, or requirements.
- Showing respect to each other is another way of building efficient communication with team members. Project team leaders always need to respect each team member and their values, feelings and opinions. In a project, great ideas always lead to greater outcomes and it does not matter whether the idea comes to the mind of a project leader or team members. So, it is necessary to respect each other's ideas and feelings, which could further create trust and loyalty within a project team.

Project communication plan

A project communication plan usually identifies how essential information would be communicated to stakeholders within a project. It also determines who would be in the receiving end, during conversations and how they would receive it (Darmaningrat, Muqtadiroh & Bukit, 2019). For instance, if a project manager is in charge of launching a new software application, he or she probably segments the entire project into smaller tasks. Project communication is further essential to distribute those tasks among project team members. Therefore, a communication plan refers to a policy-driven approach to delivering ideal information to stakeholders. An efficient communication plan, within a project, anticipates what information would need to be communicated to particular audience or stakeholder segments.

Therefore, a detailed project communication plan for the concerned project is mentioned below:

Description of communication	Frequency	Methods of communication	Audience receiving communication	Responsible persons
Project team meetings	Daily	Face-to-face interactions	Project team members	Project leader and manager
Stakeholder updates	Monthly	Email communication and newsletter	Project stakeholders	Project manager
Project board meetings	Twice a month	Face-to-face conversations	Project team members	Project leader and manager

Methodology

To determine the data collection and analysis regarding project communication strategies, it is determined that the Secondary data is considered. With the help of secondary data, the focus has been in defining project communication, identifying various project communication strategies, determining how project communication works and so on. Secondary data is based on the existing data set such as articles, journals and online publications by which researchers are able to analyse and present data. In this study aspect, the main focus is on describing suitable strategies for building effective project communication among team members. As per the data analysis method, general thematic analysis is delivered, with the identification of different aspects of project communication strategies.

On a general view, there are several key methods of project communication such as using email communication for everlasting trails, using instant messengers for increasing more individuals' engagement, using face-to-face meetings to sell emotions and personal agreements or telephonic conversations.

Results and discussion

Theme 1: Importance of communication strategies in project management

Within a project, efficient communication relies on both verbal conversations and non-verbal body language, which transmits messages or information. The main importance of communication in project management is that it relates information among project team members (Heldman, 2018). It means that as a project manager, it is required to ensure that all the members and stakeholders are informed of what they are expected, in a project. Communication is also necessary to identify any possible situational changes and discuss project-related issues. Apart from that, it also helps project managers or leaders bridge the language barrier or gap, within the project team environment.

Conclusion

Therefore, the entire study concludes that communication strategies are essential in the project management as it helps project managers build effective teams, identify key issues and solve those purposefully. Within a project, effective communication is essential for the ultimate project success. Whenever team members communicate among each other regarding a project, it means that all the necessary aspects such as project focuses, intended outcomes, risks, benefits and others are nurtured well. It determines who would receive the communication during a project and how they would receive it. So, the justification of project communication strategies is immense in terms of keeping a project schedule, delivering performance feedback, organising team building activities and so on. Lastly, it is stated that the identification of communication purposes during a project management ensures how well a project manager is keen to make good communication and collaboration, among members.

References

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