

College of Management

Project Communications

Lecturer: Dr. Raef Baraka

PMG 112

Introduction Lecture



Lecture

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Course Overview



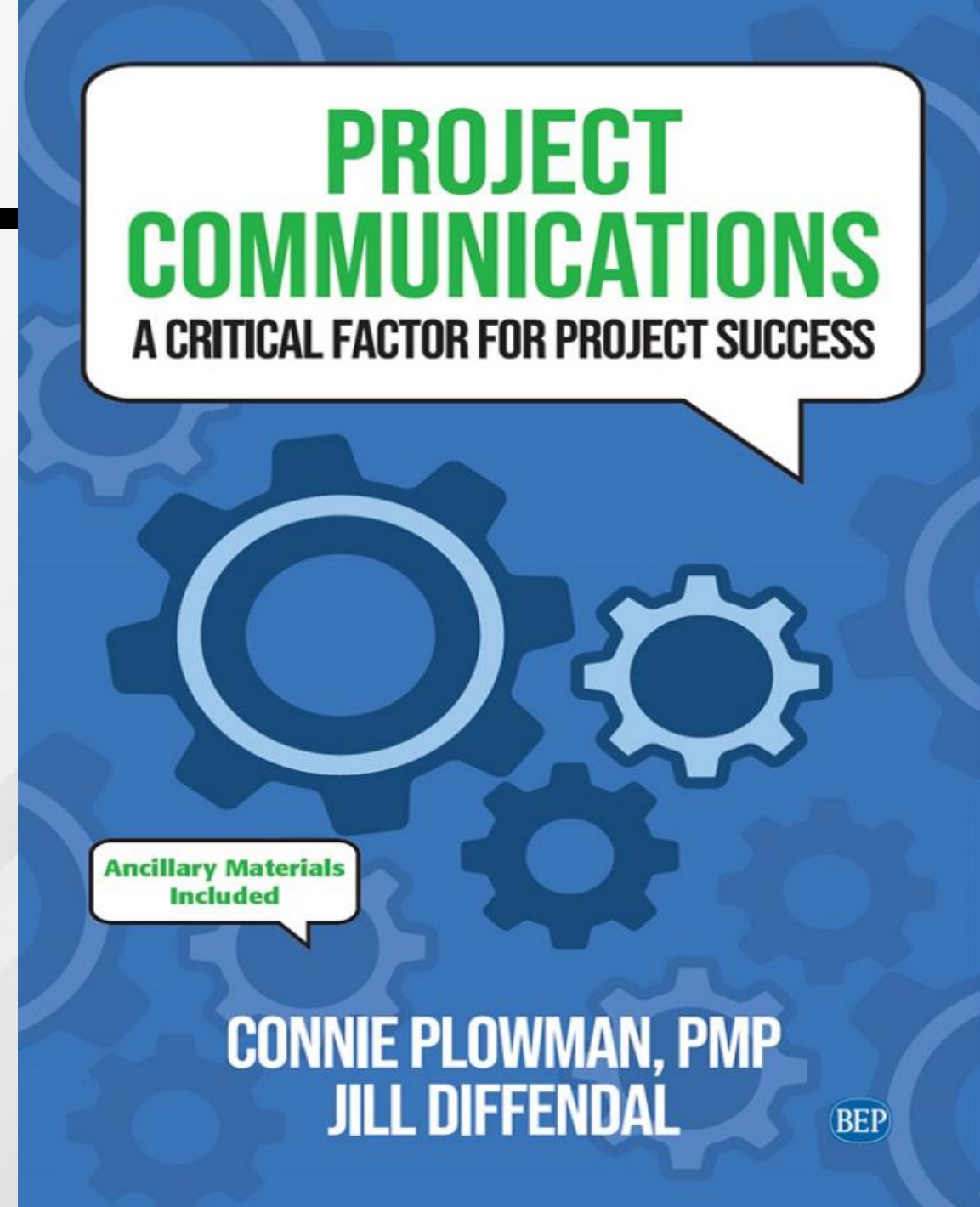
Projects Communication

Course Description

- This course presents a new way to look at communication within projects. It combines real-world examples and practical tips with theory, research, and professional standards you can apply to any size and type of project.
- It gives actionable insights into identifying your audience, choosing the right tools, managing change, handling conflict, expanding your professional toolkit with templates, activities, and resources, and developing your project communications expertise with reflective questions and recommendations.

Reference Book:

- **Ch1:** Introduction.
- **Ch2:** Exploring Communication Theories.
- **Ch3:** Knowing Your Audience.
- **Ch4:** Starting with the Basics.
- **Ch5:** Planning Project Communications.
- **Ch6:** Managing and Monitoring Project Communications.
- **Ch7:** Using Project Communication Tools.
- **Ch8:** Communicating Change.
- **Ch9:** Managing Conflict through Communication.
- **Ch10:** Closing.



Lecture

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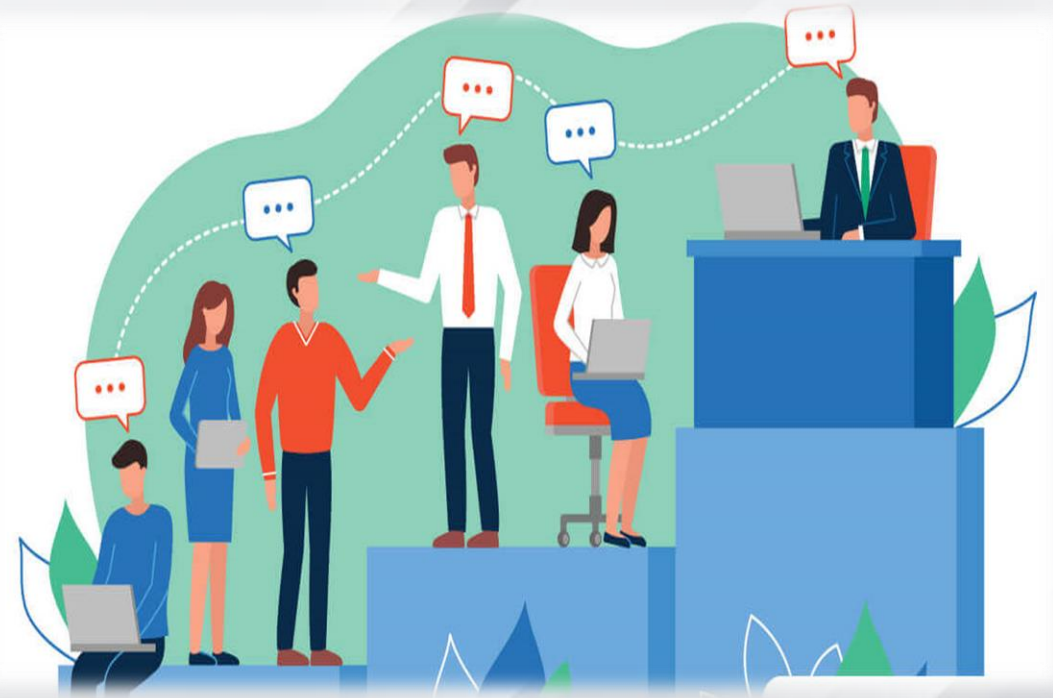
Course Chapters



Chapter 1: Introduction to project communication

The purpose of this chapter is to help you:

- Understand why project communication is so important.
- Know what to expect from this course: what it will cover, who the audience is, how the course is structured, and key definitions.
- Trace the evolution of project communications



Chapter 2: Exploring Communication Theories

The purpose of this chapter is to help you:

- Understand why people communicate by looking at two different communication theories that focus on communication as a way people handle uncertainty
- Evaluate the impact of the quality as well as the quantity of communication in a project.
- See the connection between effective communication and stakeholder trust.



Chapter 3: Knowing Your Audience

The purpose of this chapter is to help you:

- Explore various recommendations for identifying the audience in your project, including their role, their level of power and influence over the project, and their level of support for the project.
- See the value of understanding what is important to the members of your audience—the WIIFM (what's in it for me).



Chapter 3: Knowing Your Audience

The purpose of this chapter is to help you:

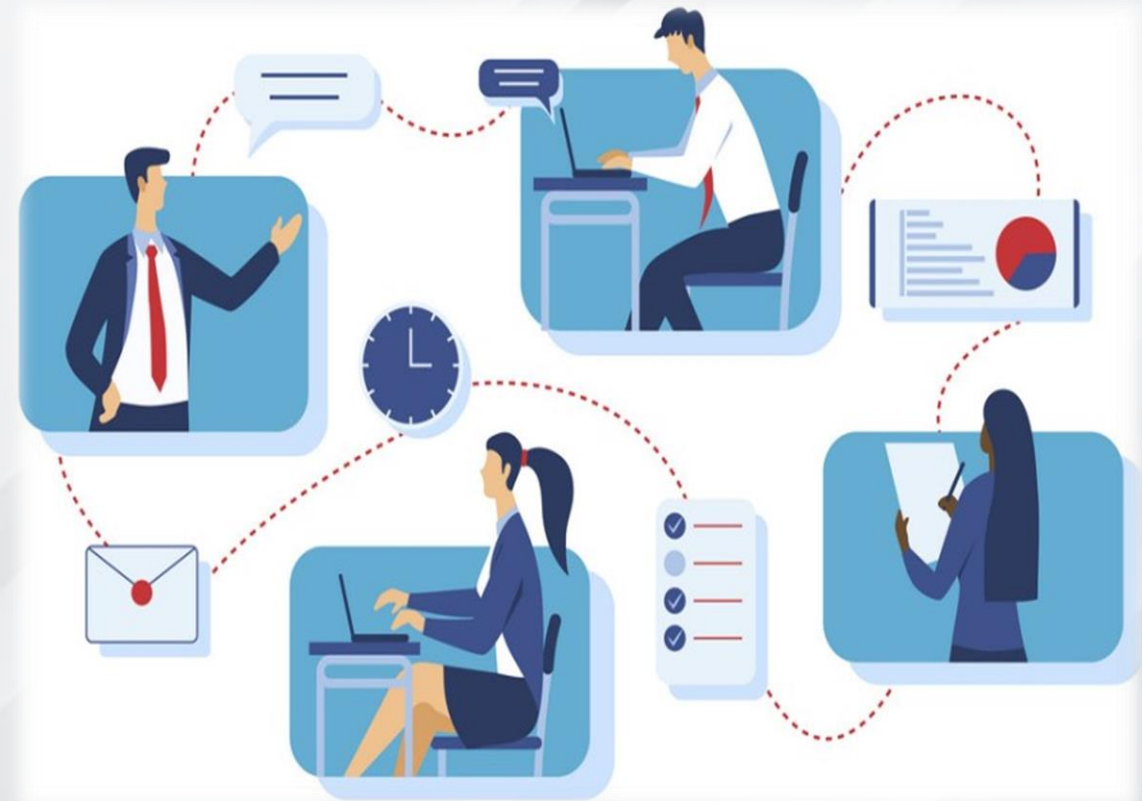
- Become familiar with stakeholder personas as a communication approach.
- Put it into practice: Know your audience in traditional, agile, and virtual project teams.



Chapter 4: Starting with the Basics

The purpose of this chapter is to help you:

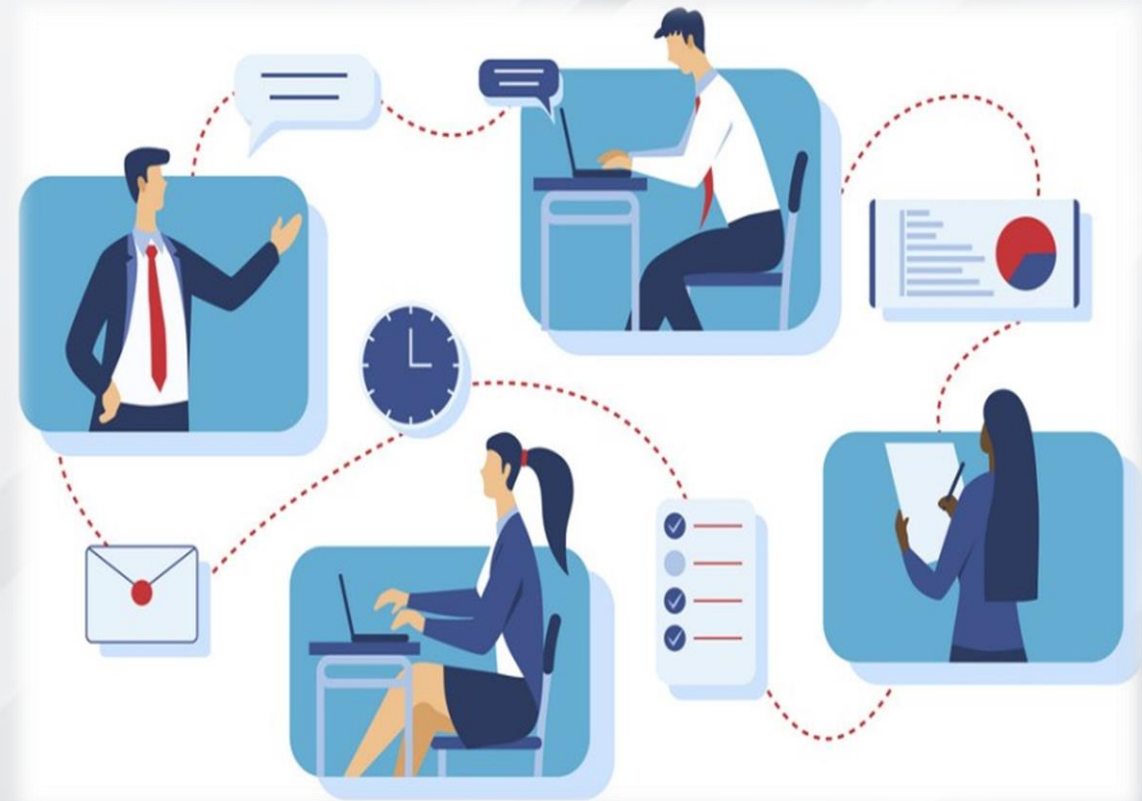
- Look at how high-performing organizations and project teams communicate.
- Identify things to consider when communicating on projects, including the need for inclusive language.
- Distinguish between formal and informal communications.



Chapter 4: Starting with the Basics

The purpose of this chapter is to help you:

- Examine the scalability of project communications
- Put it into practice: Project communication basics in traditional, agile, and virtual project teams.



Chapter 5: Planning Project Communications

The purpose of this chapter is to help you:

- Understand the purpose, content, and development of a project communications management plan.
- Demonstrate how to effectively use a project communications management plan.



Chapter 5: Planning Project Communications

The purpose of this chapter is to help you:

- Examine a communications matrix.
- Put it into practice: Planning communications in traditional, agile, and virtual project teams.



Chapter 6: Managing and Monitoring Project Communications

The purpose of this chapter is to help you:

- Build key skills needed to address stakeholders' practical needs and personal needs when communicating on projects—including a five-step approach.
- Measure the effectiveness of your project communications.



Chapter 6: Managing and Monitoring Project Communications

The purpose of this chapter is to help you:

- Understand the importance of incorporating feedback loops.
- Examine lessons learned and retrospectives.
- Put it into practice: Managing and monitoring communications in traditional, agile, and virtual project teams.



Chapter 7: Using Project Communication Tools

The purpose of this chapter is to help you:

- Consider what goes into choosing the right communication tools for your project
- Examine the purpose and benefits of different project communication tools
- Understand the importance of being knowledgeable about whatever communication tools you use for your project.



Communication tools

Chapter 7: Using Project Communication Tools

The purpose of this chapter is to help you:

- Put it into practice: Using communication tools in traditional, agile, and virtual project teams.



Chapter 8: Communicating Change

The purpose of this chapter is to help you:

- Understand change management, including three common models of managing change.
- Describe how change management and project management work together.
- Integrate change management into a project through communications.



Chapter 8: Communicating Change

The purpose of this chapter is to help you:

- Put it into practice: Communicating change in traditional, agile, and virtual project teams.



Chapter 9: Managing Conflict through Communication

The purpose of this chapter is to help you:

- Examine two different types of conflict and how they can affect the project and the team.
- Explore strategies for understanding and resolving conflict within the project team.

Causes Of Conflict Due To Communication



Chapter 9: Managing Conflict through Communication

The purpose of this chapter is to help you:

- Consider ways to communicate with stakeholders when they do not support the project, when their expectations conflict with one another, or when the project deviates from the plan
- Put it into practice: Managing conflict through communication in traditional, agile, and virtual project teams.

Causes Of Conflict Due To Communication



Chapter 10: Closing

The purpose of this chapter is to help you:

- See where we have been and where we are going from here.
- Know how to put this information into a personalized action plan.
- Explore different ways to communicate the value of project management.





Thank You