

COMMUNICATION TECHNOLOGY

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Plan Communications Management

Plan communication management is the process of developing an appropriate approach and plan for project communications based on the stakeholder's information needs and requirements, and available organizational assets. The key benefit of this process is that it identifies and documents the approach to communicate most effectively and efficiently with stakeholders (PMI, 2013).

Although important in a domestic setting, communications planning has a greater need for detailed planning in a foreign country. Communications is by far the most important driver in project management and more often than not it is the least adequately planned part of the project and least effectively carried out. Communication can often be difficult. There can be misunderstandings; one way communication; lack of verification; insufficient, inaccurate and inappropriate information; information can be withheld and inappropriate communication media may be used.

If you don't know what to report ask what the stakeholder needs to report to his/her senior manager and in what format. It is a waste of time to report too much detail and a waste of time to provide too little! Communication is the key to success in a project and is usually the number one reason why most projects fail. When taking over a failing project it's smart to set up new guidelines and knock the project out step by step.

Communications planning involves planning for all the communications with project stakeholders. A useful tool is the reporting schedule. It can help you identify the frequency and types of information required by different stakeholders. Assuming that the role of communication in performing projects was this crucial. There are several points which I consider to be useful for me because they help to understand not only business but also psychology of an

individual in general. For instance, dissemination of information should be performed considering a few psychological factors (personality of a person who will get this information, the way in which information is communicated, format/length of information, etc.).

References

Larson, E. & Gray, C. (2014). *Project Management: The Managerial Process* (6th ed.). New York, NY. McGraw Hill Education.

Project Management Institute (PMI). (2004). *A guide to the project management body of knowledge (PMBOK guide)*. Newtown Square, Pa: Project Management Institute.