



Distribute Information

Presented by

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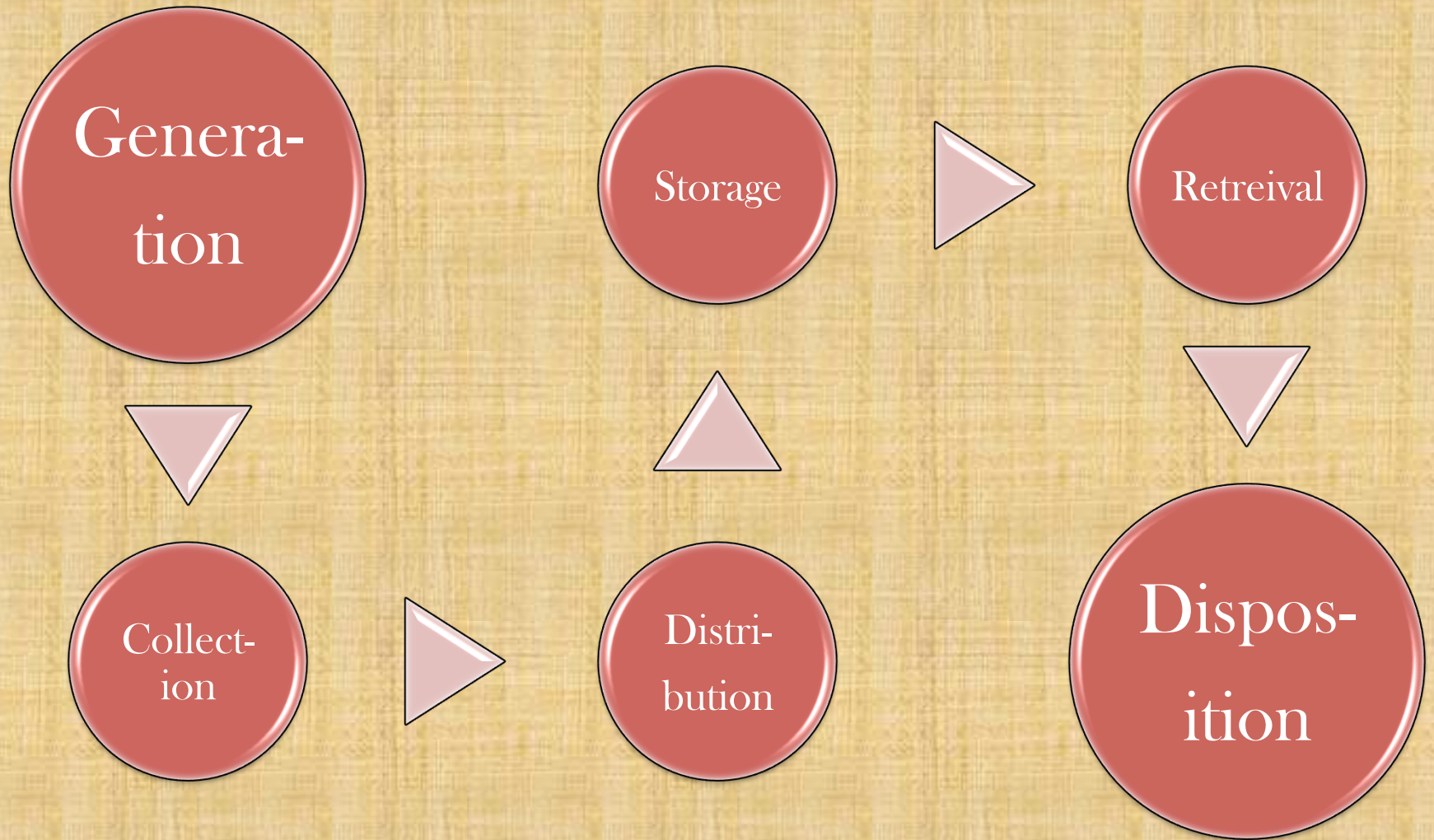
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At the end of this training, our goal is for you to:

- Be able to explain the difference between method and tool
- Be able to name 3 communication methods
- Be able to name 3 communication tools
- Be able to describe the steps necessary to achieve effective communication
- Be able to explain why we have only one output in this process

Communications Management



Communications Processes

Process	Group
Identify Stakeholders	INIT
Plan Communications	PLAN
Distribute Information	EXEC
Manage Stakeholder Expectations	EXEC
Report Performance	M & C

Communication Processes

- Identify Stakeholders
 - Identify all involved and document their influence on the project
- Plan Communications
 - Document stakeholder info needs and how to communicate effectively
- Distribute Information
 - Make information available to all stakeholders according to plan

Communication Processes

- Manage Stakeholder Expectations
 - Resolve stakeholder issues and respond to their needs as they arise
- Report Performance
 - Gather and distribute performance information like status reports and forecasts

Main Concept

Execute the Communications
Management Plan

Collect and distribute the information

Handle unexpected requests for
information

Language!

English is used as the official language, often avoiding other languages

Consider local language as constraints and assumptions in CM plan

Influence on Project

Increase the chance of communication being received and correctly understood

Show cultural awareness towards your stakeholders

Both will increase the chances of project success

Effective Communication Steps

Identify the Information Needs

- What, how and when?

Know your Audience

- Who should receive the info and in what format

Define your communication schedule

- Regular or on certain event/rules
- Communicate for your own sake

Effective Communication Steps

Select media and format

- Different types of format
- Sender-receiver model

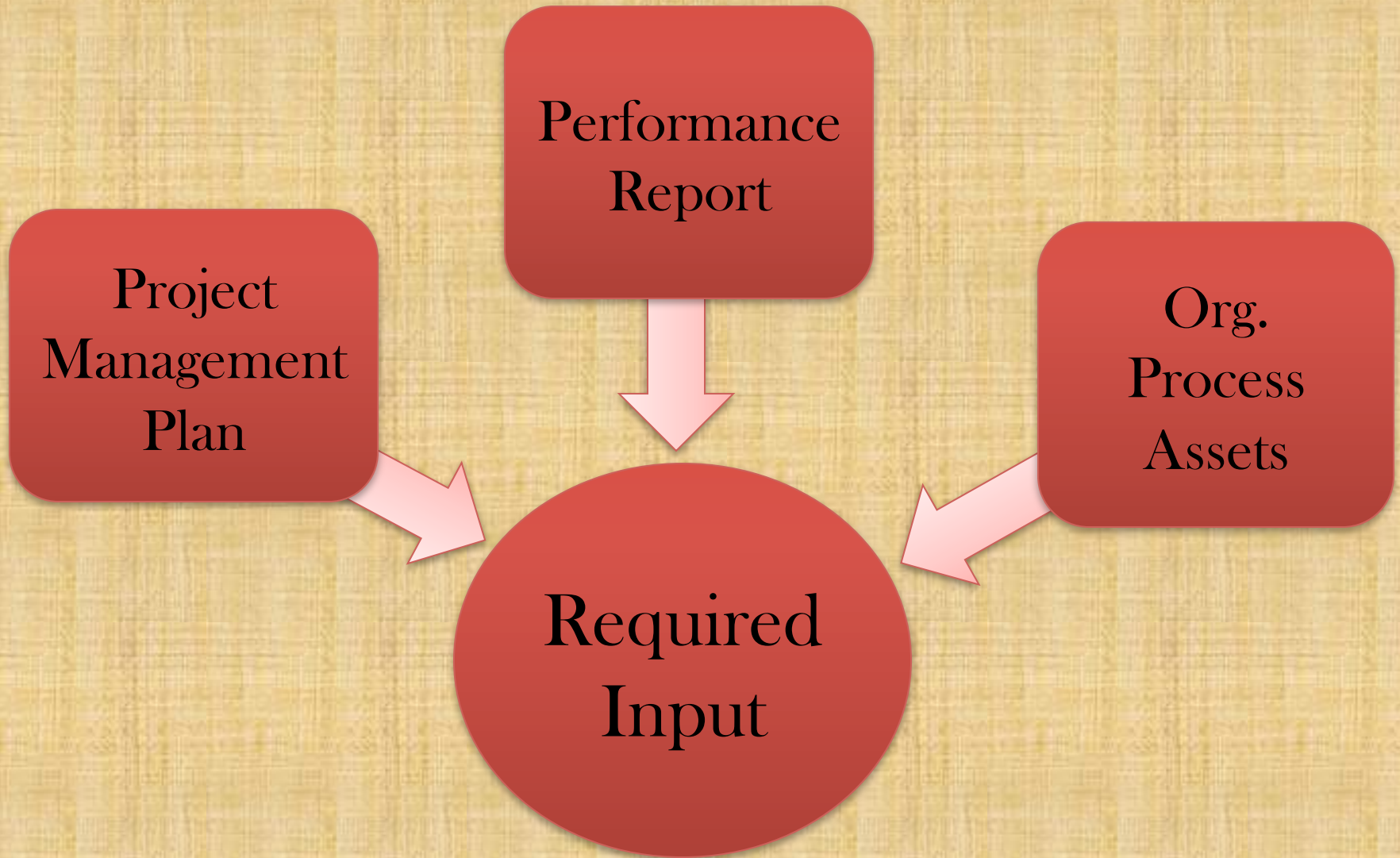
Prepare the info for distribution

- Writing style, word choice, usage of graphics
- Think ahead to the next step

Communicate the information

- The message will be sent

Distribute Information Input



What they want to know...

- How is the project doing?
- Organized and summarized work performance information, earned value management parameters and calculations, and analyses of project work progress and status

Distribute Information T&T

Communication
Methods

Information
Distribution
Tools

Method vs. Tool

Method

- *A procedure, technique, or way of doing something*
- *Synonym: means, procedure*

Tool

- *Anything used as a means of accomplishing a task or purpose*
- *Synonym: instrument, utensil*

Method vs. Tool

Method

- Meetings
- Teleconferences
- Internet Chat

Tool

- Press release
- Email
- Online collaboration tool

Remember...

Right method for the right people

A PM spends 90% communicating

Sender ensures that message was received & understood correctly

Format

Use the right format

Preferred communications style

- Linear thinkers prefers bullet lists
- Abstract thinkers prefers pictures and graphs

Ways to Communicate

Less effective	More effective
Sending info	Discussing info
Receiving info	Create info
Read info	Watching info
Words only	Words & Graphics
Words & Graphics	Words, Graphics & Audio/Video

Distribute Information Output

Organizational
Process Assets
Updates

All Outputs are O.P.As

The status report is sent every Friday

Press Releases are sent after milestones are reached

A stakeholder sent us his feedback via email

We updated earned value numbers after the sponsor asked for it

Sample Exam Questions

- Select the best form of how to communicate information to a given stakeholder?
- Communications is not a clear-cut science
- Both your experience and your sound understanding of the concepts will to guide you to find the best answer

Review

- We implement the communications management plan
- Gather information, use communication skills and distribute the info to the stakeholders using the right technology and the right format
- Perform a lessons learned process & if necessary update the comm. mgt. plan to improve the Distribute Info Process

Exam Tip

- About 90% of the PM' s job is centered on communications
- One of the top skills
- Easiest part on the PMP® exam because it involves soft skills
- Soft skills are hard to test on a multiple choice exam