



TEXAS A&M
TECHNOLOGY
SUMMIT

Critical Communication:

How to Get your team on the same page

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Illusion of Communication



“The single
biggest problem
with
communication

is the
illusion

”
that it has taken
place

George Bernard Shaw

Objectives

01

What Communication
Plans Do



02

How to Create One



03

Tools and Examples



04

Tips for Message Content



GET ON
THE
SAME
PAGE

What Communication Plans

Do



Set Expectations

Set the standard for how and when communication takes place and sets the tone.



Increase Productivity

Team members who know what is expected of them and are in the loop are able to know what to do, when to do it.



Provide Consistency

A solid plan increases consistency and increases communication with one another.



Favorable Outcome

Without clear communication team may fail to meet key requirements of the project. Plan provides the information they need with regular check in intervals to stay on track.





“Of course I communicate. You know very well that a grunt means ‘yes’ and a snarl means ‘no’.”

How to Create a Communication Plan



01 Gather Information



Communication Plan Steps





Who is your Audience?



INTERNAL



EXTERNAL



Audience



Audience

- Project Team
- Committees
- Working Group
- President's Council
- Faculty/Staff
- Administrators
- Functional Users
- Internal Staff
- Media
- Other key Stakeholders

Who

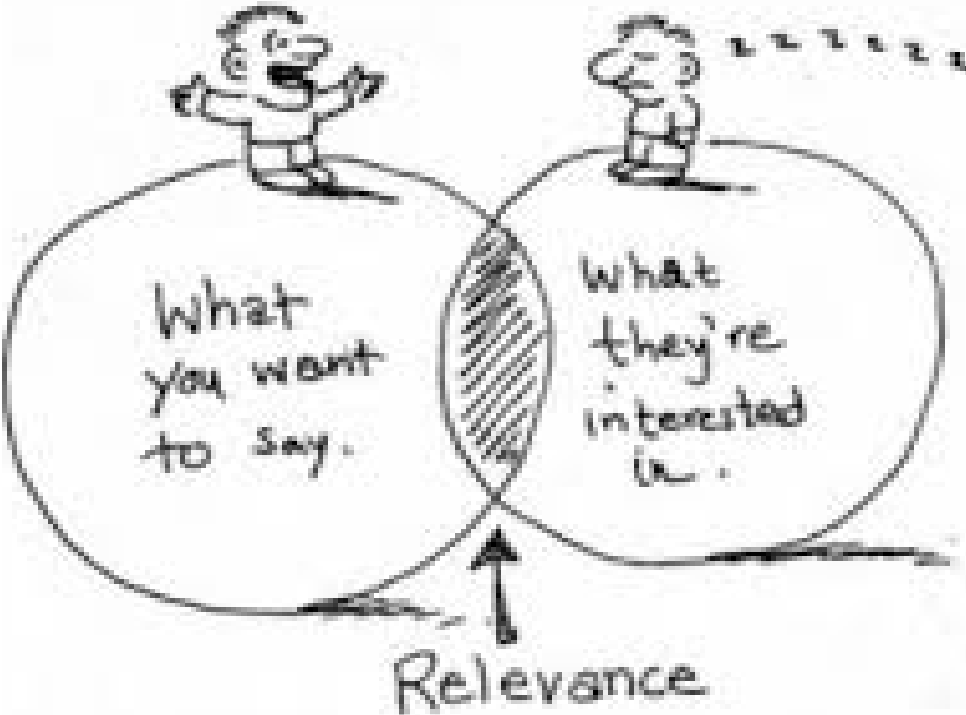
Identify Audience for the Project

- Who are the Team Members? Stakeholders ? Sponsors?
- Who are the external audiences?
- Who are the internal audiences?
- Who needs to know details and who needs high level?
- Who will this affect and in what way?
- What are their needs and goals?

Define their Role

- Who will approve messages sent to external audiences?
- Who will send communications?
- Who is responsible for each audience?
- What are they interested in?
- Will they help train, support, or sway opinion of the project?

The Message





Message/Deliverable



Message

- Letter
- Face-to-Face*
- Newsletter
- Conference Call
- Website
- Project Site
- Launch Event
- Status Report
- Project Update
- Training Session

What

Determine Messaging type or Deliverable (varies by audience):

- What is the key message you want to communicate to each audience?
 - What questions do people have?
 - What do we need them to understand for project acceptance?
- Based on Audience what do they care about?
- Content should be brief and clear
- Ask-Do I need to communicate this?
- What information is sensitive? How should it be handled?

*Prioritize opportunities for 2-way communication

Crafting a Message that Gets Read



Why are you writing?

Know why you are writing and what action you need taken



Facts by email

Facts and numbers people need time to process, send them in writing.



Explain benefits to Receiver

Make sure the receiver knows what benefits they can expect



Emotions in Person

Congratulations with a high five can only be done in person



Why is it Important

Make sure reader understands why the action needs to be taken and what is most important



Two way communication

Explain how and where to give feedback and welcome it.



Keep it Brief

Keep it short and to the point.

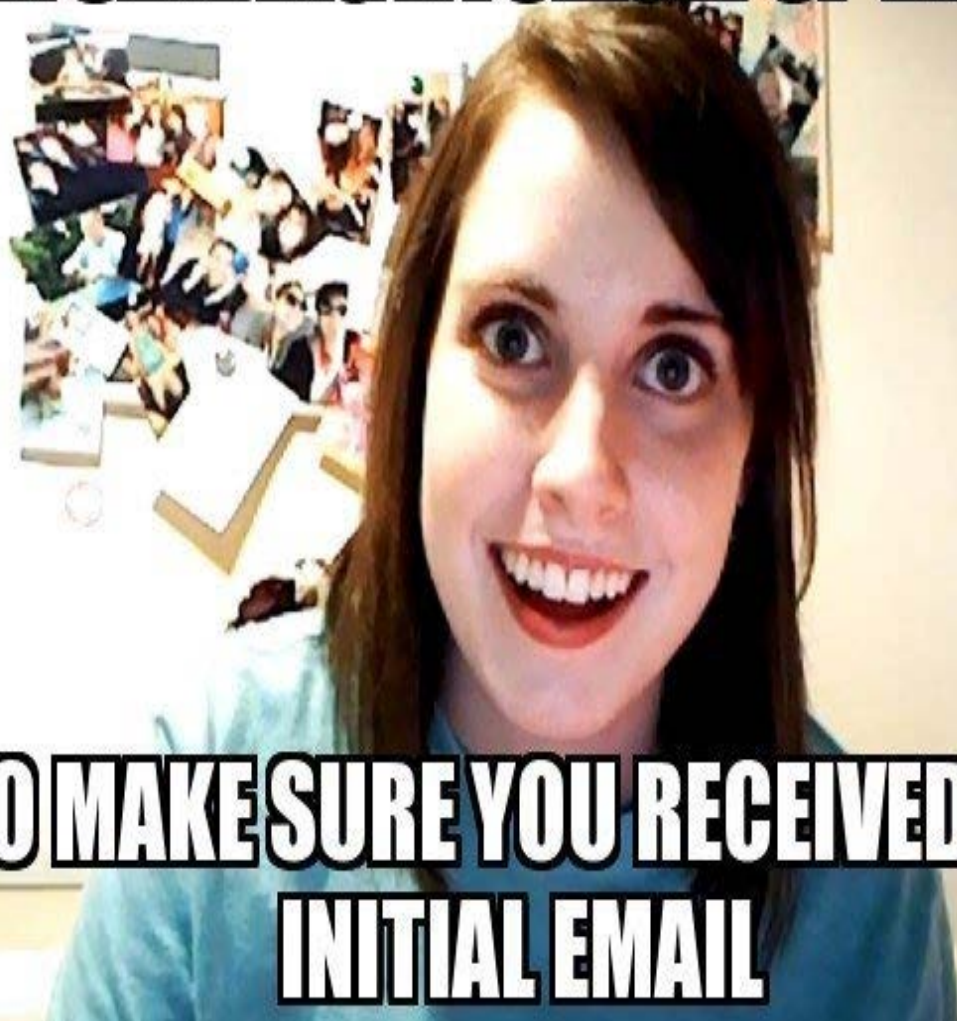


Consistency

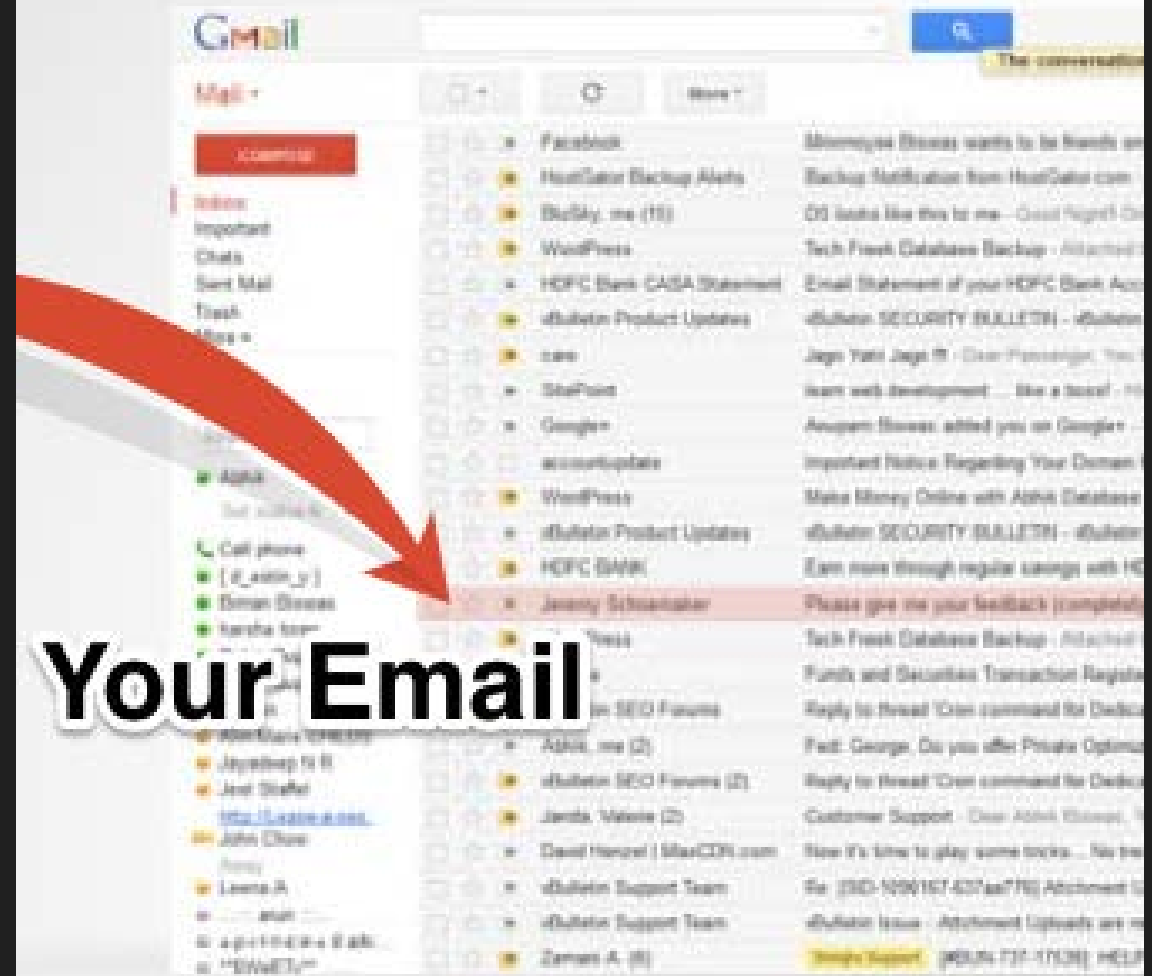
Use same format, method or channel with similar graphics.



I'M SENDING A FOLLOW UP EMAIL



**TO MAKE SURE YOU RECEIVED MY
INITIAL EMAIL**



Make it Easy to Read

No Nonsense Copy

- ✓ Answer who, what, where, when, how and why.
- ✓ Be specific and write short direct sentences. No Jargon.
- ✓ Lead with the [Main Point](#) and work your way down to less important details. Remember most people scan.
- ✓ Use detailed subject lines that explain what action is required.

Formatting

- ✓ Use Bullet Points and line breaks for space and separation.
- ✓ Use Colors and Fonts for important **MUST READ** items.
- ✓ Format for tablets and phones. No long paragraphs with vertical information.
- ✓ Use graphics to help get point across with pictures. Be consistent with graphics.

Review

- ✓ Check for typos. Spell check doesn't catch misused words.
- ✓ Read it aloud.
- ✓ Cut out words. We can always say it with less.



“ IF YOU CAN'T
EXPLAIN IT TO A
SIX YEAR OLD,
YOU DON'T
UNDERSTAND IT
YOURSELF. ”

Albert Einstein

Subject Lines: Good and Bad

Good

Good subject lines get opened and read. Providing details and specifics in the subject line helps the reader understand the context and easily respond.

Subject: PASS Process Meeting-10am Oct 2, 2018

Subject: Please send Planning Report by Friday April 9

Bad

Bad subject lines get ignored, or leaves the reader searching for what more information.

Subject: Meeting

Subject: Report

Message: the Good and the Bad

Good

Bad

Subject: Revisions for Telecom Report due Friday April 9

Hi Jackie,

Thanks for sending the report last week.

Please make the following changes by **Friday**:

1. Format weekly instead of monthly
2. Change the green boxes to blue.

I appreciate your hard work on this!

Tara

(Follows up with separate email invite for meeting)

Subject: Report

Hi Jackie,

Thanks for sending the report last week. I read it yesterday and feel that it needs to be organized better and the coloring is off.

Also, I have scheduled a meeting with the departments on Friday for the new scholarship project. Let me know if you can make it.

Tara



Format/Channel



Format/Channel

- Meeting*
- Informal Presentation
- Formal Presentation
- Mail/Email
- Newsletter
- Website
- Committees and Council
- Instant Messaging

Flow

Determine appropriate delivery method:

- What format best suites the message objective?
- How will they best consume the information?
- Are there multiple communication types for important messages?
- What existing channels do we have?
- Are there formats that will make communication easier?

*Prioritize opportunities for 2-way communication

Project Communication Rollout Plan

Communication Type	Y or N	Description	Start Date	End date		Notes
Campaign	Y	Timeframe for promoting the release				
Campus Announcements		Every Monday and Thursday				
Campus Banners						
Campus Monitors						
School Newspaper		Last day of each month				
Faculty Senate						
Flyers						
JAG						
Game Announcements						
Interview		Inclusion in Web as video or newspaper				
IT Help Desk Message on Hold						
Mass e-mail		On each Milestone				
Team Site						
Digital Signage						
JNET Announcement						
News Release		Including video, pictures/media kit				
Orientation Presentation						
Photos		For release				
President's Cabinet						
Social Media						
University Technology Council		For release				
Video News Release		For release				
Web Ad						
Web Feature		After Release				
Web Story		After Release				
Web Video						
IT Website						
Distributed IT Forum						



Communication Types

Weekly Check In

Weekly meeting with working team to share any related work as it's completed

- Agenda:
 - Timeline & budget flags
 - What's been completed
 - What's in progress
 - Any deliverables needing approval
 - Questions about deliverables



Weekly Email reports

Weekly Emails sent on Monday to relay project timeline, budget, and milestone particulars

- Information Included:
 - Budget Burn
 - Timeline Specifics
 - Links to deliverables approved
 - Links to edited deliverables
 - Links to anything to review
 - Next steps list
 - Waiting on list



Major Milestone Meetings

Meetings setup for presentation and delivery of major milestones

- Share(3-4 days in advance)
 - Agenda for meeting
 - Attendees needed for meeting
 - Links or summary of deliverables being presented
- Meeting format:
 - Agenda Review
 - Deliverable presentation by team lead
 - Questions/Discussions
 - Next steps review
- Email(Immediately after meeting)
 - Meeting notes to all attendees
 - Next steps and waiting on lists
 - Links to approved or shared deliverables for additional review



Daily Emails

As needed with stakeholder team:

- Assistance getting information from other team members
- Assets needed
- Minor non-deliverable approvals
- Questions about project specific items
- Review of deliverables or decisions prior to sending to higher-level stakeholders





Schedule



Schedule

- Daily
- Weekly
- Monthly
- Quarterly
- Milestone
- As-Needed

When

Determine frequency:

- When will messages be sent?
- What is the overall schedule? Do they fit together?
- Method for updating and tracking?

Sample Communication Schedule

Marketing Activity	Detail	02-Apr	09-Apr	16-Apr	23-Apr
Poster teaser campaign	Place posters around the company (coffee machines, staff areas, canteen for example) with details about the dental plans that will soon be available.				
Internal communications	Place an article in internal magazine to raise awareness of oral health and the current dental climate.				
Teaser email	Circulate email to all employees with full details of the new dental benefit available (email to include a link to the company intranet site and a PDF of Denplan's dental booklet). An apple will also be left on every desk.				
Follow-up email	Second email with details of up and coming road shows along with dates and venues. This email to include a URL to our DVD which gives details about Denplan.				
Final email	Email to remind staff about the dental benefit available and timescales for elections.				
Road show	Denplan stand and Denplan staff available on-site to give further information on the plans available and to answer any questions.				
Literature display	A selection of booklets and information about Denplan and the plans on offer to be available in a suitable location for staff.				

All marketing activity will seek prior approval and full consultation from the company's internal communications team.
 All costs for promoting the dental benefit would be carried by Denplan.



Message Source



Message Source

- CIO
- President
- Project Manager
- Committee
- Team Members
- Departments

Sender

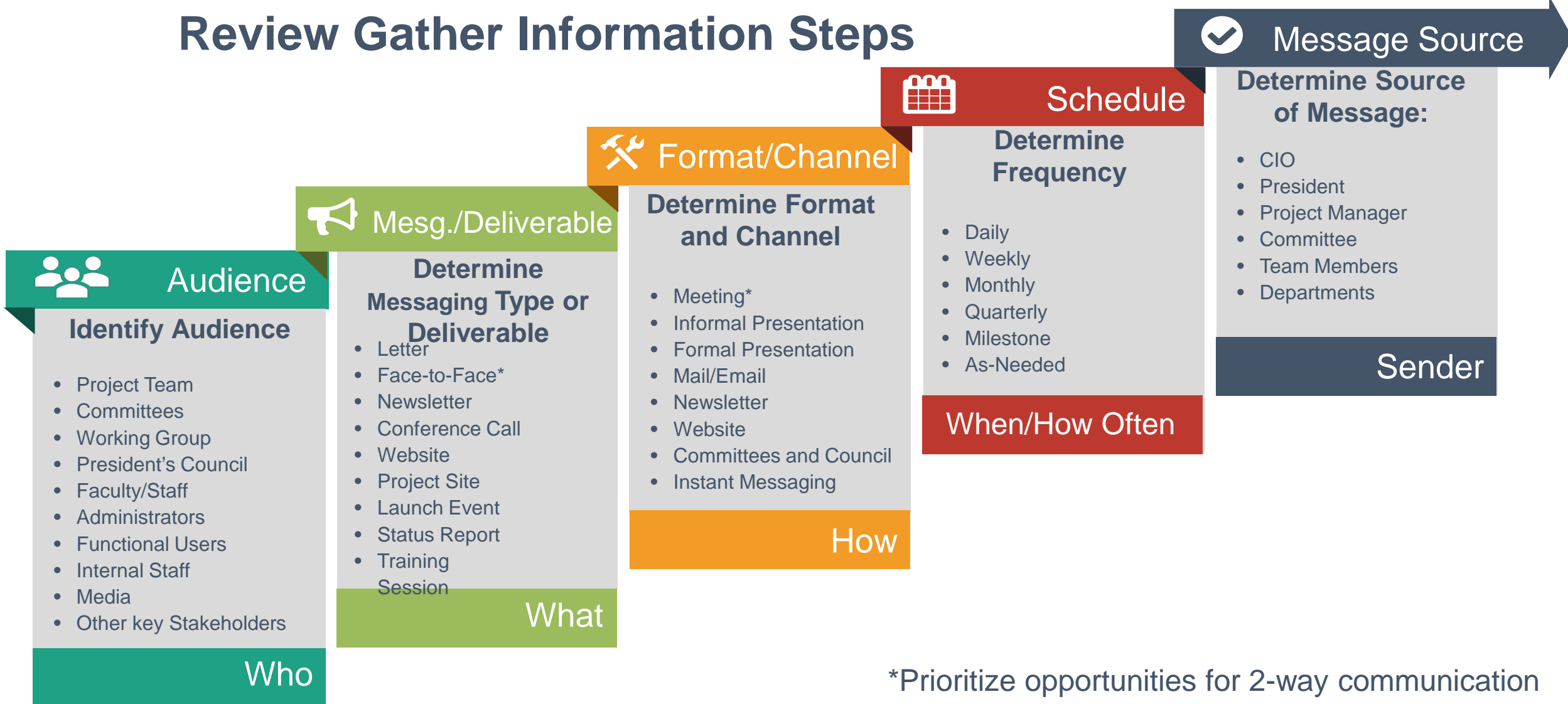
Determine source of message:

1. What are the meeting attendance options and protocol?
2. How will knowledge be shared and managed?
3. Collection/Distribution Structure?
4. Description of each type and dissemination method.
5. Method for updating.

01 Gather Information.



Review Gather Information Steps








*Prioritize opportunities for 2-way communication

02 Create Plan



Communication Plan Example

	Who 	What 	How 	When/How Often 	Sender 
#	Audience	Message/Deliverable	Format/Channel	Schedule	Message Source
1	Project Team	Project Information	SharePoint Team Meetings Conference Calls	Weekly Friday	Project Manager
2	Project Planner PMO Director	Project Status	ePortfolio Email	By 12 noon every Tues By 12 noon every Mon	Project Manager
3	Project Team Steering Cmte	Agenda/Minutes	Email SharePoint Team Meetings	As needed	Project Manager
4	Steering Cmte	Timeline Update	Meetings SharePoint	Bi-Monthly 2pm on Tues	Registrar
5	Stakeholders	Stakeholder project status	Meeting	Monthly	Project Manager
6	Vendors	Detailed project status	Email	Weekly Tues	Project Manager
7	Project Manager	Project Updates Action Item Status	Team meetings Email Conference calls	Weekly Friday	Project Team
8	ITEC/Exec. Sponsor Project Steering Cmte Project Team	Project Risks	Risk Document Meeting Minutes	As Needed	Project Manger

TAC 216 Sample: Section 7

Project Plan

Section 7. Communication

Communication Plan

<Define the communication plan for the project and how information will be distributed to update all stakeholders, team members, and executives on overall project status and performance. A project communication plan is required for all projects.>

Define the purpose and format/medium of project communications, who the communication comes from and who the communication is made to, and the timeframe or frequency of that communication.>

Purpose	Format/Medium	From Role	To Role/Group	Frequency

Status Reporting

<The Status Report is utilized for communicating the overall health of the project to the project core team and key project stakeholders to keep everyone abreast of project progress. A Status Report template is provided in the Project Executing, Monitoring and Controlling template.>

Describe how status reporting will be accomplished and be sure to include status reporting in the Communication Plan. Define thresholds of Red, Yellow, and Green, if used. Suggested values are provided in the table below.>

Status	Color	Definition
On Track	Green	The project and all deliverables are on schedule and within budget.
Off Track	Yellow	The project or one or more deliverables is off schedule or over budget, but a recovery plan is in place.
Problem	Red	The project or one or more deliverables is off schedule or over budget, and help is needed from the project sponsor and/or project steering committee.

TAC 216 Sample: Section 3

Executing Monitoring and Controlling

Section 3. Communication and Stakeholder Engagement

Communication Register

<Use the communications register to manage project communications and stakeholder engagement.>

Communication Register						
Agency/ Organization Name						Version Number
Project Name						Revision Date
What?	Who?		When?	How?		
Information Requirement Description/ Title	Provider/ Stakeholder	Recipient/ Stakeholder	Timeframe/ Frequency/ Trigger	Format	Medium/ Distribution Method	Storage/ Disposition Method

Event vs. Stakeholder Communication Plan

Item/Event	Purpose	Audience	Date/Frequency	Who Responsible	Authority to Release
General User Training	Provide users with basic training on new system	All Staff using program	4 weeks before Go-Live	Customer Operations manager	Project Manager and HR Manager

Stakeholder	Title	Project Role	Item/Event	Special Instructions
David Smith	Head of Customer Management	Project Sponsor	Go-Live Presentation to Executive Leadership Team	Need to rehearse, as he is nervous

03

Review and Approve Plan





Projects

Choose... Type your search here

Project Alert Export to Excel

CURRENT PROJECTS ALL PROJECTS PROJECT DASHBOARD

Title	Assigned To	Status	Account	Costs Status	Hour Status	Overdue Task
BPA CRM implementation	Discovery 2013	Not Started	BPA Solutions SA	✓	✓	⚠
BPA Quality implementation	Trial 2013	In Progress	Aero Space Ltd	✓	✓	✗
Harmonic Project	Trial 2013	In Progress	Dream Company	✓	✓	⚠
Plant Expansion	Discovery 2013	Completed	Toledo Work Group	✓	⚠	⚠
New web site	Thorsten Kühn	In Progress	BPA Solutions SA	✓	✓	✗

Discussion Board

+ new discussion

Recent My discussions Unanswered questions

Banner 9 -new Go-Live Date June 22

After testing we are making adjustments so that Banner
By Tara M Malish | 6 days ago

Admission Office Testing Update

Admission Office is unable complete testing plan due to not
By Sasha Diaz | Latest reply by Sasha Diaz | May 11

JESC/Fin Aid Testing Update

When was banner cloned? Is there going to be another update
By Sandra D. Silva | Latest reply by Jacob E. Bowers | April 23

Do Not Log into Banner 9 Test Instance!

At 10:30 AM this morning, I will start the Banner Student 9.3.9
By Tara M Malish | Latest reply by Jacob E. Bowers | March 21

[SOLUTION] Unable to Export Job Output

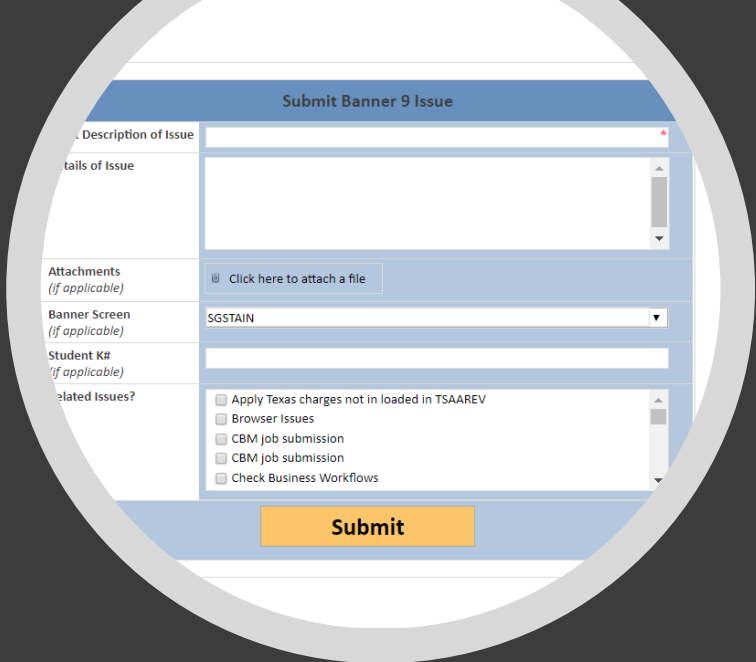
In regards to Millie's ticket: "When I attempt to export the
By Jacob E. Bowers | March 20

Banner Version 9.3.9 - Approved for Testing

We are currently testing Banner version 9.3.6. Our
By Jennifer L. Minke | Latest reply by Jennifer L. Minke

Courses have been rolled

Lee has loaded the courses into the Ba
By Tara M Malish | March 7



Home EDIT LINKS Banner 9 Upgrade

Helpful Links

Banner 9 Testing Environment link:
<https://banneradmin-test.tamuk.edu/ap>

Reference Documents:

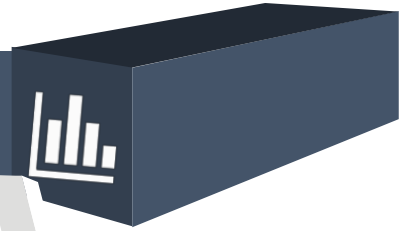
[Banner Keyboard Shortcuts](#)

To see what's coming check out these quick videos:

- [Banner 9 Video](#)
- [Admin – Student](#)
- [Admin – Financial Aid](#)

Project Sites

Discussion Board



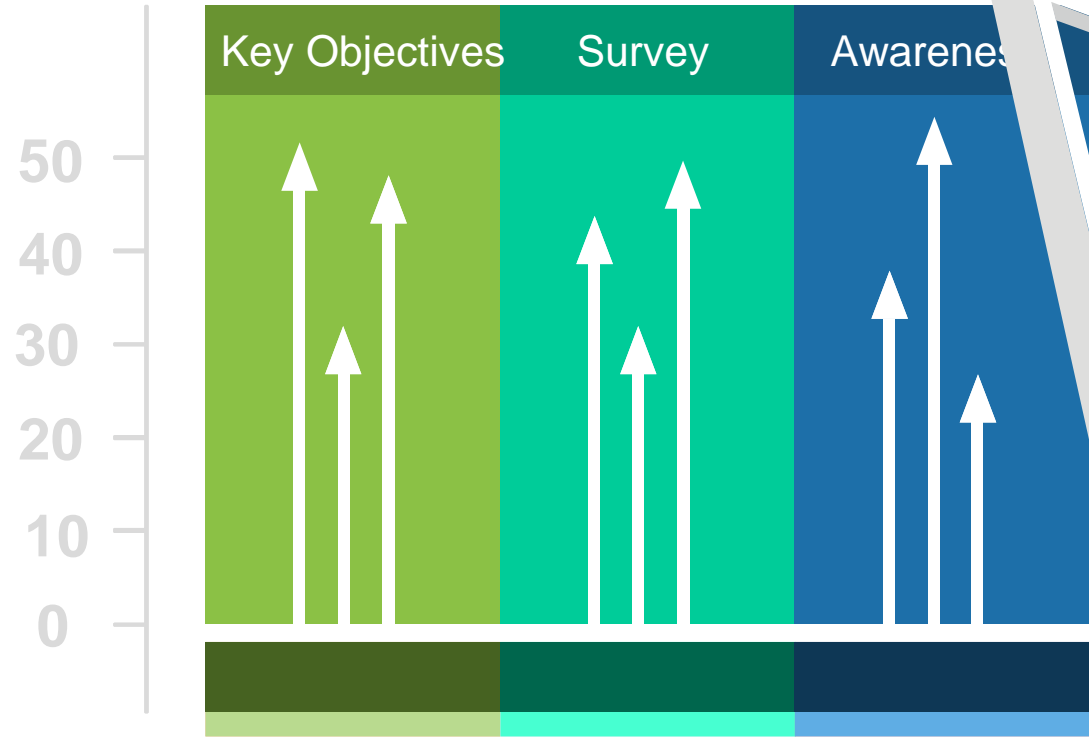
Key Objectives Were the key objectives met on the project? Were they on time, on budget, and within scope?



Survey Take formal or informal surveys on what the audience liked and didn't like. How do they prefer to get messages? Did they understand the message? What worked well and what did not work well?



Awareness Were the messages opened? Did the key audiences show sufficient knowledge of what was communicated? How many people logged into the site and how often?



Communication Plans

Getting on the same page is easy when you have a well thought out written plan.

- Sets Expectations
- Provides Consistency
- Increases Productivity
- Improves Outcomes of Projects



Questions?

Please CHAT questions to ALL PANELISTS