

SE 329 – Software Project Management

Communication in Project Management

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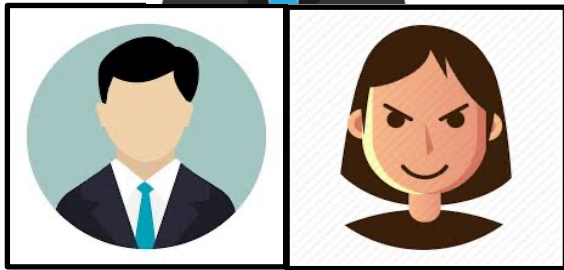
Course Outcome

Develop a communication plan

Resources

- Project communication management. The guide to the project management body of knowledge, 5th Edition
- Rajkumar, S. (2010). Art of communication in project management
- Abudi, G. (2013). Managing communications effectively and efficiently

Motivation



Search for Jobs

Q search Search

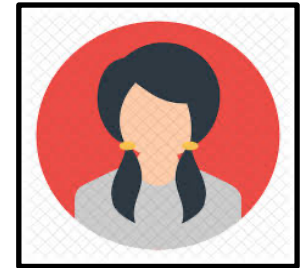
Current Search Clear All

Job Category

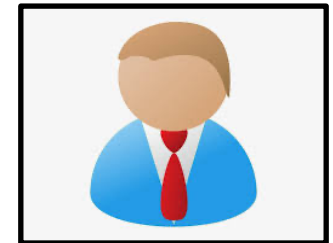
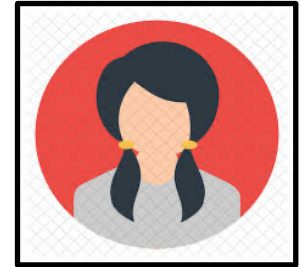
Faculty (7)

57 Results

- [College of Business Journal Editor](#)
Ames, IA | R2727 | Posted Today
- [Post Doc Research Associate](#)
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Deployment Challenges



Challenge Causes



Communication Skills

Listening actively and effectively

Questioning and probing ideas

Summarizing and identifying next steps

Fact-finding to identify and confirm information

Setting and managing expectation

Negotiating to achieve mutual acceptable agreement

Motivating to get information

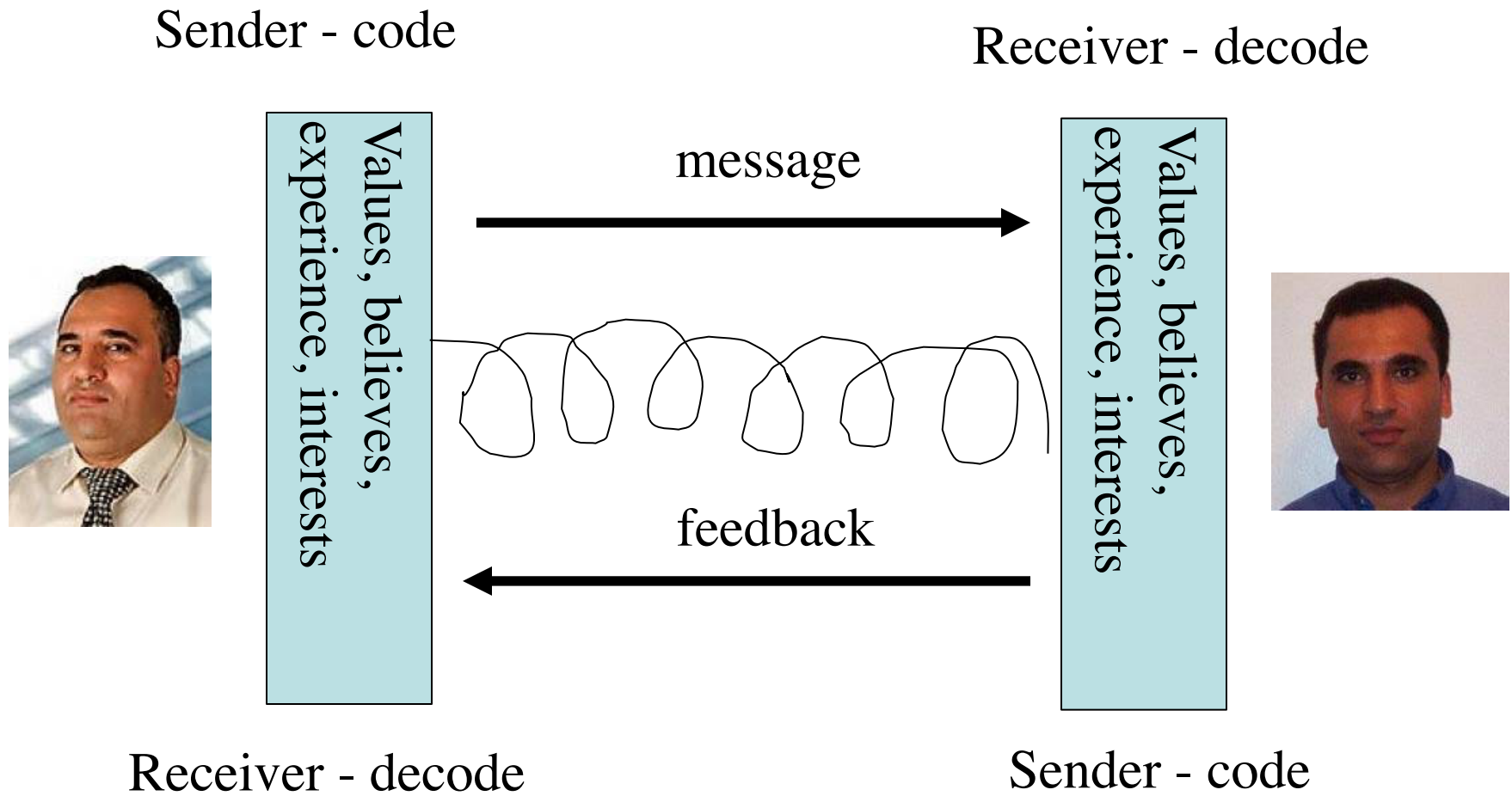
Resolving conflicts

What is Project Communication?

Latin – “communis” -> common

Communication: establish “commonness” with someone

Communication Process



What is Project Communication?

Communication is needed to ensure **collaboration** of the **stakeholders** to achieve the **common objectives** of the project.

Communication Model



Who -- the source of the message



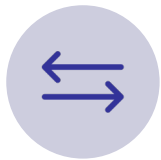
What -- the content of the message



In **which** channel -- medium or media



To **whom** -- the receiver



What effect -- the feedback of the receiver to the sender



5W + **when** and **where**

“5W” model of communication



Harold Lasswell, 1948

Who/whom: Stakeholders



Users
How do I..?

How will this make us better, faster, profitable?



Customers

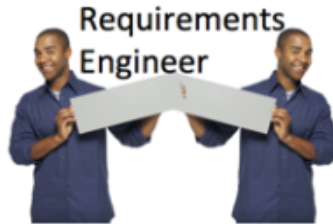


Services



Project Manager

How long will it take?
How many people do I need?
What does the customer want?
What's my budget?
What are the risks?
...



Requirements Engineer

What are the goals?



Product Manager

What will it cost?
How much will we make?



Developers
What am I supposed to implement?



Marketer
How many can we sell?



R&D Manager
What are the technological risks/breakthroughs?



Tester
What tests should I run?

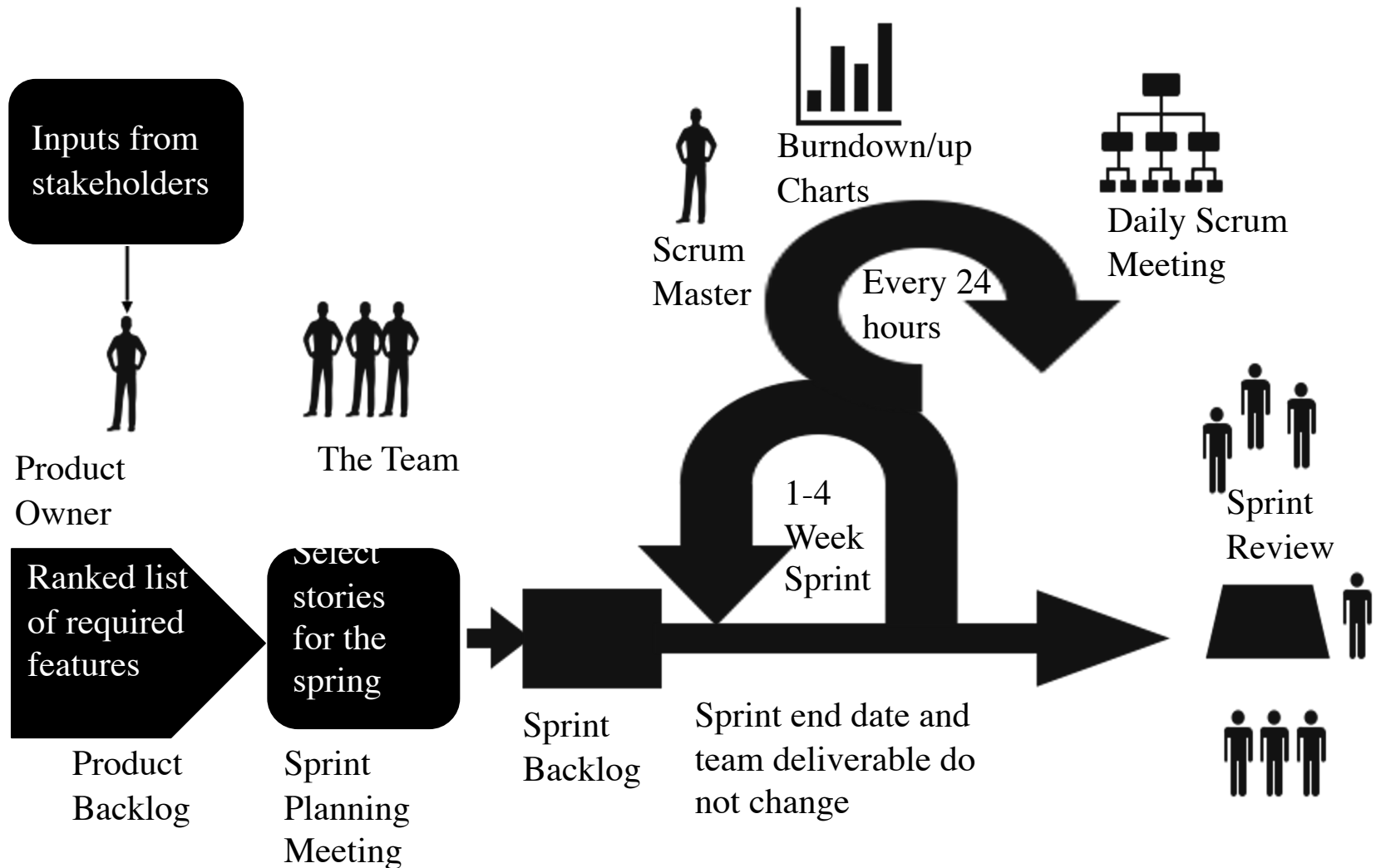


Architect
What are the design constraints?

Who/whom: Stakeholders

- Stakeholders are people who have interests and/or affect the project
- They:
 - Implement the project
 - Support the project
 - Give resources for the project
 - Use the project outcomes

What Stakeholders Does Scrum Consider?



Discussion

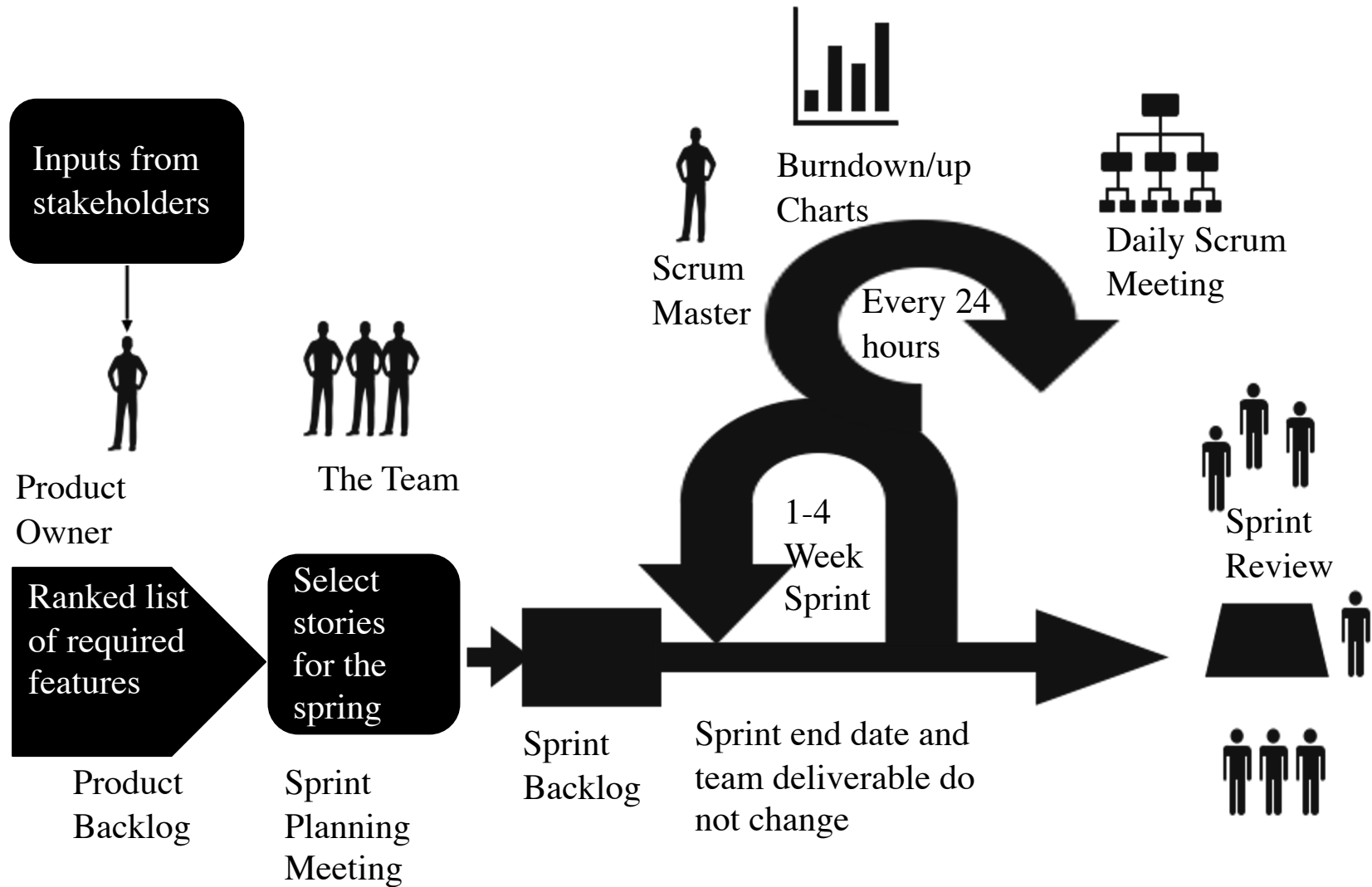
- One of your stakeholders provides often negative comments about the project. What would you do?
 1. Avoid them
 2. Keep them involved

(Justify your answer)

What Will be Communicated

- Sharing information
 - e.g., project scope, project design, schedule, and status report
- Need for information
 - E.g., requirements and task estimation
- Decision
 - E.g., extend the project
- Etc.

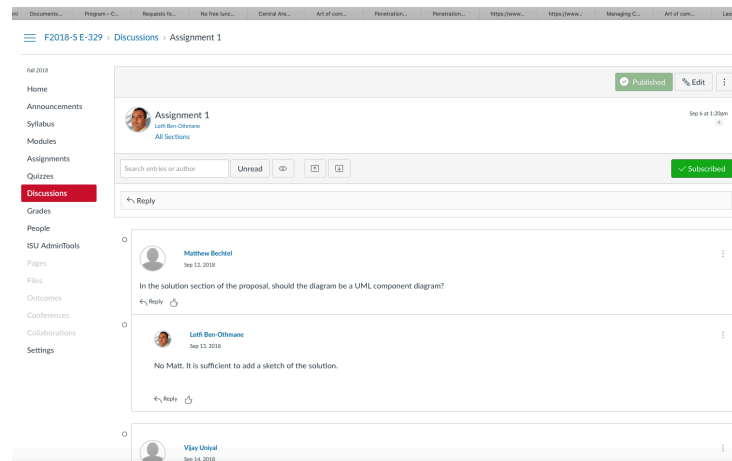
Messages Content in Scrum



Communication Channels



<http://loonslab.com/2017/05/02/common-problems-with-the-daily-stand-up/>



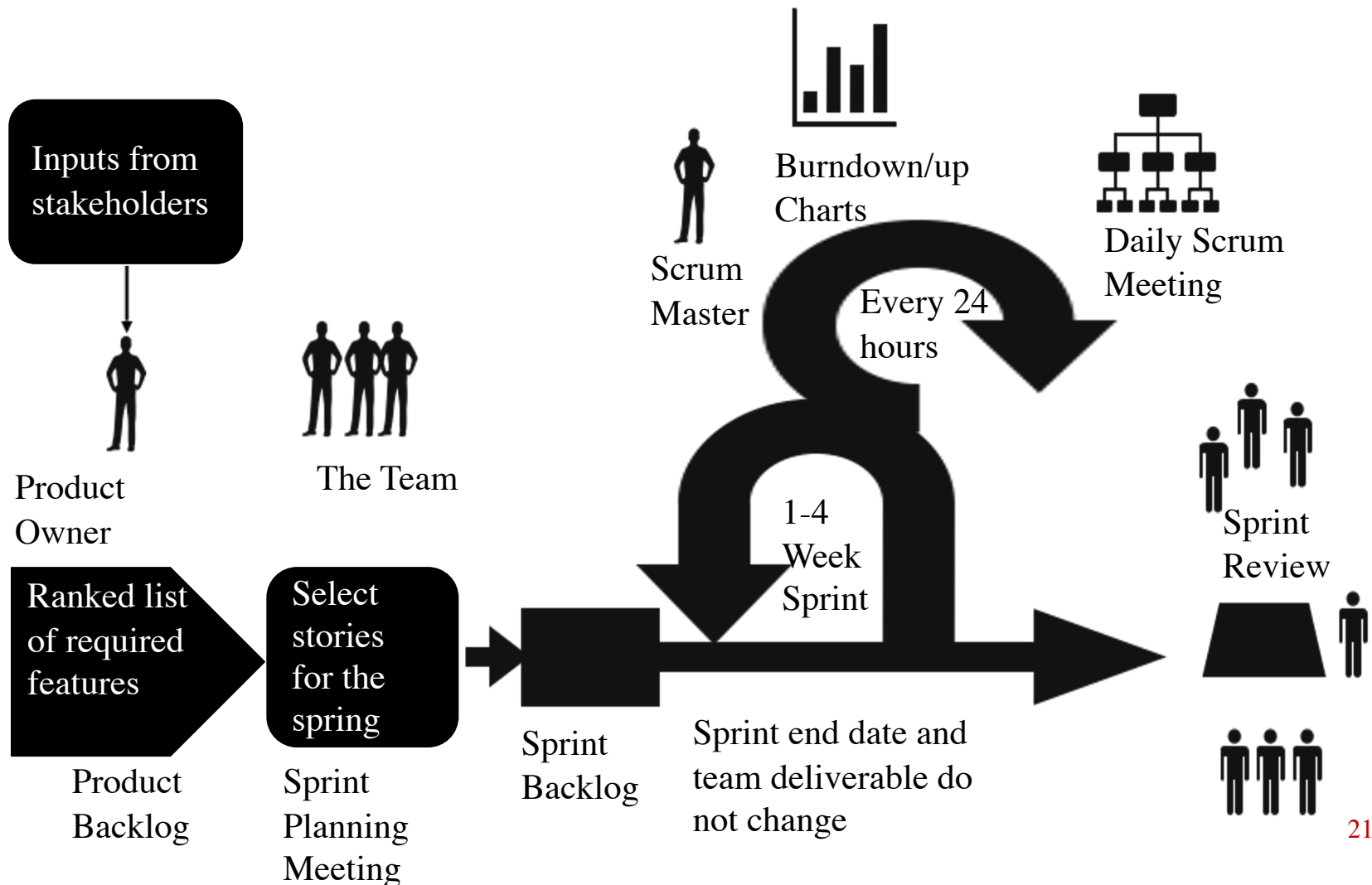
Face-to-face Communication Factors

1. Para-lingual – e.g., tone
2. Effective listening – e.g., use of speaker facial
3. Nonverbal – e.g., hand gestures and facial expressions
4. Active listening -- e.g., give feedback and ask questions
5. Background – economic, education, etc.

Communication Methods

1. Interactive communication
2. Push communication
3. Pull communication

What Communication Medium Does Scrum Use?



Communication Effect - Feedback

- Type feedback: positive, negative, or neutral
- Verbal vs non-verbal

Discussion



What happens when the team members send a lot of emails?



What happens when the PM sets a lot of stakeholder meetings?

Self-check

- What is “5W” communication model?
- What are the main components of simple communication plan?
- What are the main stakeholders that Scrum cover?