Project Communication Plan

[Project Name]

Project#:

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Approval

Project Sponsor:

<u>Name</u>	<u>Signature</u>	<u>Date</u>
[please print]		

<u>Title</u>

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Project Communication Plan

Purpose of the Project Communication Management Plan

The Communication Management Plan outlines the principles, approaches, and processes that will be used to establish and maintain effective communication and information sharing among all stakeholders, including the project team. Effective communication is defined by providing timely, relevant information to all affected stakeholders; as such, it takes as its point of departure the stakeholder identification and analysis processes on which it is predicated.

Table of Contents

Project Communication Plan

1.0 Rationale and Benefits

(Outline the problem or opportunity the project is intended to address. Explain how the problem or opportunity came to be recognized, what its key dimensions are, and how the project bears on those key dimensions. Indicate the benefits JI will capture or realize on successful completion of this project. Explain how the new product, service, or result developed through this project will allow the JI to better fulfill its mandate or better serve its clients and other stakeholders. Append a copy of the relevant decision document, if appropriate.)

2.0 Communications Objectives

(Effective communication between the project team and its stakeholders is vital to project success. Effective communication is defined by two things:
1. information that is relevant – i.e. that explains the project and its progress in terms that address stakeholders' interests [things that are important to them]; and
2. information that is timely – i.e. that is provided in time for stakeholders to digest it and to use it to inform decisions required of them.

Identify, in this section, the processes the project will employ to ensure that project communications are timely and relevant. This will include addressing issues such as the content and timing of progress reports, feedback mechanisms, building the project team's expertise in matters significant to project stakeholders, facilitating relations with particularly challenging stakeholders, and the smooth transition of project products, services, and results to operational management.)

3.0 Stakeholders

(Stakeholders are people or organizations whose interests may be positively or negatively affected by the execution or completion of the project. In this explain the processes which have been employed to identify project stakeholders and analyze their interests as well as those processes for the later inclusion of stakeholders who may not have been identified in the initial stakeholder identification process.)

3.1 External

(In this section identify those project stakeholders who are external to the organization undertaking the project and those of their interests which may be favourably or unfavourably affected by the project. Outline how those interests will be accommodated as the project proceeds. The focus here will be on identifying those messages that help stakeholders understand and come to value the beneficial effect the project's results will have on things that are important to them.)

3.2 Internal

(In this section identify those project stakeholders [e.g. organizational units] that are part of the broader organization undertaking the project and those of their interests which may be favourably or unfavourably affected by the project. Outline how those interests will be accommodated as the project proceeds. The focus here will be on identifying those messages that help stakeholders understand and come to value the beneficial effect the project's results will have on things that are important to them.)

3.2.1 Project Team

(In this section identify those internal project stakeholders who are members of the project team and the affect the project will have on things that are important to them. This is where you outline internal team communication requirements and protocols, such as issue escalation procedures, progress reporting, team meeting procedures and expectations, and the like.)

3.2.2 Other

(In this section identify those internal project stakeholders who are not members of the project team and the affect the project will have on things that are important to them. This is where you outline how the project will make use of existing internal organizational communication procedures and vehicles to ensure that internal stakeholders have the information they need to provide effective support to the project and the project team. Where such vehicles do not exist or are inadequate to meet project needs, identify and describe the new vehicles that will be developed to meet the project's internal communication needs.)

4.0 Media & Communication Vehicles

(identify those media that will be used to communicate various key messages to the various stakeholders.)

5.0 Communication Resources

(If it is planned that the project make use of dedicated communication resources, for example the project has a communication manager who coordinates all external and/or stakeholder communications, that, along with the rationale for that approach, should be discussed here. Also, if it is intended to develop a SharePoint site, for either or both of internal and external communication, that should be noted in this section, along with the rationale for taking that approach. Finally, if the team requires access to dedicated communication devices, such as cell phones or Blackberries, that along with its rationale should be discussed here.)

6.0 Communication Planning & Management Matrix

(A completed Communication Planning & Management Matrix (2.31) should be included in this plan along with the schedule and processes for maintaining its currency throughout the project's life. The matrix should address the following:

- Stakeholder – a group or individual affected by the project;
- Project affect on interests – the extent of project effects on their interests;
- Power – the extent of their influence, or power, over the project;
- Key interests – those things about the project that are particularly important to them;
- Contribution –to the project, what we want them to do (i.e. provide resources or information about needs and expectations);
- Key messages – what we want to tell them about the project;
- Communicator – who is responsible for opening and maintaining communication with this stakeholder;
- Media – the medium, or media, of communication will be used by the communicator to carry the message;
- Communication barriers – those things that will get in the way with our message getting through to this stakeholder;
- Motivators – the means, or "hooks" we will use to help overcome communication barriers with this stakeholder; and

Project Communication Plan

- Timing – the frequency of planned communication with this stakeholder using the various identified media.)

Appendices