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**Communications Management Strategy**

**PRINCE2 Communications Management Strategy**

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Communications Management Strategy

# Purpose

A Communication Management Strategy contains a description of the means and frequency of communication to parties both internal and external to the project. It facilitates engagement with stakeholders through the establishment of a controlled and bi-directional flow of information.

# Derivation

The Communications Strategy may be derived from the following:-

* Corporate communications policies (e.g. rules for disclosure for publicly listed companies)
* The programme’s information management strategy
* Other components of the Project Initiation Documentation (in particular the project management team structure, the Risk Management Strategy, Quality Management Strategy and Configuration Management Strategy)
* Facilitated workshops/informal discussions with stakeholders
* Stakeholder analysis

# Quality criteria

What makes a excellent Communications Strategy

* All stakeholders have been identified and consulted for their communication requirements
* There is agreement from all stakeholders about the content, frequency and method of communication
* A common standard for communication has been considered
* The time, effort and resources required to carry out the identified communications have been allowed for in Stage Plans
* The formality and frequency of communication is reasonable for the project’s importance and complexity
* For projects that are part of a programme, the lines of communication, and the reporting structure between the project and programme, have been made clear in the Communication Management Strategy
* The Communication Management Strategy incorporates corporate communications facilities where appropriate (e.g. using the marketing communications department for distributing project bulletins)

# Tailoring

It is a principle that a PRINCE2 project tailors the method to suit its needs. Tailoring refers to the appropriate use of PRINCE2 on any given project, ensuring that there is the correct amount of planning, control, governance and use of the management products.

You may find it necessary to tailor this template up or down to meet the needs of your project. For everyone involved in the project, it should remain clear as to what the purpose of this management product is, what it should comprise and what the quality criteria are.

This template could quite easily be reduced to a 2 or 3 page document if required.

# Introduction

*States the purpose, objectives and scope, and identifies who is responsible for the strategy.*

# Communications Procedure

*A description of (or reference to) any communication methods to be used. Any variance from corporate or programme management standards should be highlighted, together with a justification for the variance.*

# Tools and Techniques

*Refers to any communication tools to be used and any preference for techniques that may be used, for each step in the communication process.*

# Records

*Definition of what communication records will be required and where they will be stored (for example, logging of external correspondence).*

# Reports

*Describes any reports on the communication process that are to be produced, including their purpose, timing and recipients (for example, performance indicators).*

|  |  |  |
| --- | --- | --- |
| **Report** | **Timing** | **Recipients** |
| Highlight Report |  |  |
| End Stage Report |  |  |
| Checkpoint Report |  |  |
| End Project Report |  |  |
| Issue Report |  |  |
| Other |  |  |

# Timing of communications activities

*States when formal communication activities are to be undertaken (for example, at the end of a stage) including performance audits of the communication methods.*

# Roles and Responsibilities

*Describes who will be responsible for what aspects of the communication process, including any corporate or programme management roles involved with communication.*

|  |  |
| --- | --- |
| **Report** | **Responsibilities** |
| Corporate Management |  |
| Programme Management |  |
| Project Board |  |
| Executive |  |
| Senior User |  |
| Senior Supplier |  |
| Project Assurance |  |
| Business Assurance |  |
| User Assurance |  |
| Supplier Assurance |  |
| Project Manager |  |
| Team Manager(s) |  |
| Project Support |  |
| Change Authority |  |
| Others |  |

# Stakeholder Analysis

*Identification of the interested party (which may include accounts staff, user forum, internal audit, corporate or programme quality assurance, competitors etc).*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Interested Parties** | **Current relationship** | **Desired relationship** | **Interfaces** | **Key messages** |
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# Information needs for each interested party

*Information required to be provided from the project.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Information** | **Information Provider** | **Information Recipient** | **Frequency** | **Means of Communication** | **Format of Communications** |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

*Information required to be provided to the project.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Information** | **Information Provider** | **Information Recipient** | **Frequency** | **Means of Communication** | **Format of Communications** |
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# Supporting Information

[Add here any supporting information, such as comments, charts, tables, documents or diagrams that will assist].

# Communications Management Strategy Sections Omitted

* [Omitted section]
* [Omitted section]

# Document Distribution

|  |  |  |
| --- | --- | --- |
| **Name** | **Organization** | **Role** |
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|  |  |  |

# Approvals

**Prepared By** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

([**Job Title**])

This document requires the following approvals

**Approved By** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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