



Project Communication Planning

Effective communication is vital for project success. A well-defined communication plan considers key elements:

Audience Analysis

- Identify all project stakeholders and their information needs.
- Group stakeholders into segments by communication requirements.

Communication Matrix

- Define frequency, content, format, timing and sender for each audience group.
- Tailor information type and level of detail for each stakeholder segment.

Channels, Tools and Tactics

- Specify communication channels like email, meetings, intranet portal.
- Select tools like status reports, dashboards, FAQs.
- Determine formats - text, charts, video, demos.

Success Measures

- Define metrics like consumption, comprehension, and implementation.
- Gather feedback from stakeholders on usefulness.

Processes and Standards

- Establish formal protocols for information sharing, storage and retrieval.
- Define standards for communication types like status reports.

Responsible Parties

- Identify sender roles and circulation lists for each communication item.
- Define team members accountable for gathering data and creating content.

The plan enables proactive, relevant and consistent communication across the project lifecycle. It aligns information supply with stakeholder needs. Continuous refinement improves message resonance and impact. Robust communication ultimately enhances understanding, transparency, collaboration and trust - cornerstones of project success.