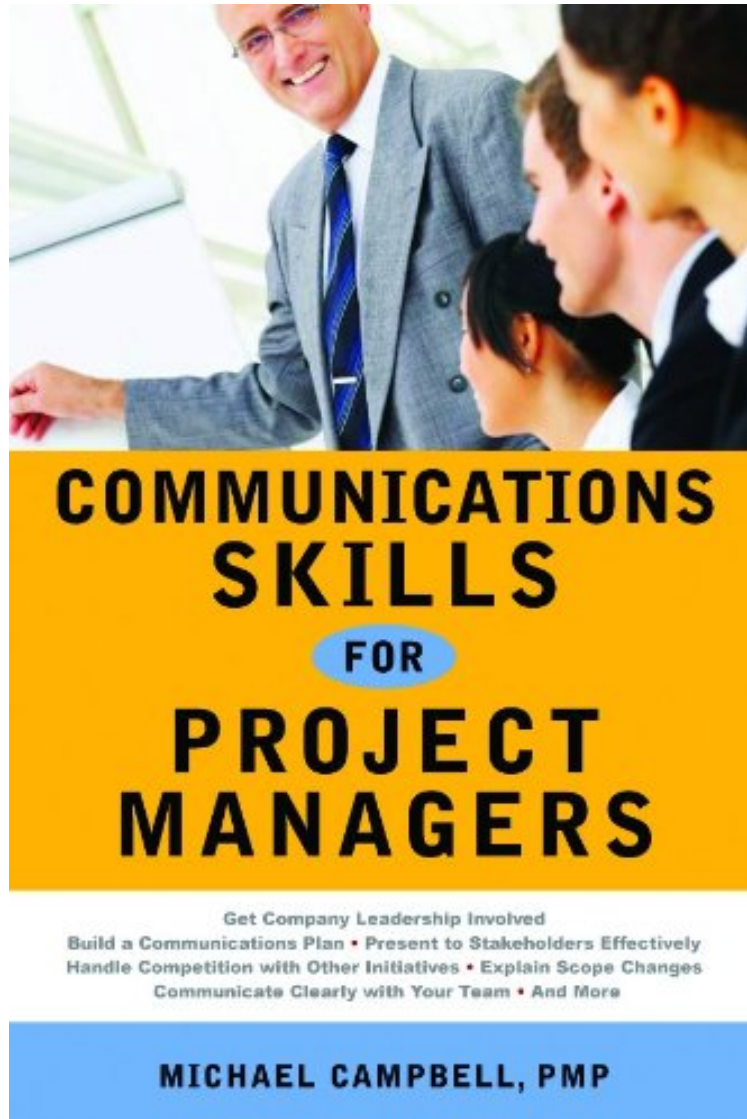


Communications Skills for Project Managers

Michael Campbell PMP

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Michael Campbell PMP : Communications Skills for Project Managers before purchasing it in order to gauge whether or not it would be worth my time, and all praised Communications Skills for Project Managers:

1 of 1 people found the following review helpful. Supplemental Text in Prj Management ClassBy James J. PomykalskiProject management is all about communications. Communicating with upper management, team members, users, etc. if you cannot communicate you will not be an effective project manager. I am planning on using this book as a supplement for an introductory course in IS project management. I hope that this book will show my students the value of communication skills (soft skills) as well as technical skills.0 of 0 people found the following review helpful. Great insight and examplesBy StephGThis was a good book, lots of great insight to some

communication issues that'll come up as a project manager. 0 of 0 people found the following review helpful. Four Stars
By Presisegood book

According to the Project Management Institute, over 80 percent of a project manager's job is communication yet most project management books hardly discuss it. "Communications Skills for Project Managers" provides practical advice and strategies for ensuring success, even in the face of shifting organizational priorities, constantly evolving expectations, and leadership turnover. This important guidebook gives readers the practical strategies they need to keep everyone including themselves in the loop. Even a project that is brought in on time and on budget can be considered a failure if those outside a project team haven't been clearly communicated with throughout the project lifespan. This book provides readers with the skills they need for ensured project success, every time.

From the Inside Flap Congratulations. Your latest project is nearly inmdash;on time, under budget, and with all of its components poised to function in perfect harmony. So why isn't senior management as happy as you expected? Why did your project team need to put out one fire after another? Why are your end users confused and besieging you with frantic phone calls and endless emails? What's all too easy to forget is that the reason the project was approved was to support your company's strategic and fiscal objectives. Even the most soundly designed project methodology, expertly implemented and technically flawless, can result in a business failure if the project purpose, applications, or very existence aren't fully understood throughout your organization. The answer is all about communications skills. In fact, the number one factor in the success or failure of projects is the quality and consistency of communications. If you're a project manager, the bulk of this responsibility falls to you. In *Communications Skills for Project Managers*, Michael Campbell unlocks this critical component of project success, illustrating how to keep every project stakeholder in the loop every step of the waymdash;from concept through delivery and beyond. A veteran of countless projects on every conceivable scale, Campbell gives you the universal elements of all communications as they pertain to the specific demands of a project management environment. And you'll get a generous selection of powerful tools to help you:

- Present the case for your project to senior management and other key stakeholders
- Secure and maintain the right level of leadership support throughout the life of the project
- Combine written, phone, and in-person communications for maximum effect
- Use communications to help manage expectations, risks, and scope change
- Link the hallmarks of project management (defined tasks, specific deliverables, and repeatable techniques) with the change management challenges that sometimes inhibit acceptance of new projects, and learn how to "sell" the need for change by taking the fear out of it through great communications
- Apply top-notch communications strategies to every project you manage from now on

As a project manager, you have to know how to react on the fly to shifting business priorities, evolving expectations, and perennial leadership changesmdash;and to make sure everyone around you understands exactly what's going on, all the time. *Communications Skills for Project Managers* shows you how to develop a practical approach to the biggest and most critical part of your jobmdash;relating the work of your team to the goals of your organization and the daily lives of its people. Michael Campbell, PMP, is the President and leader of the Energy Practice at MCA International LLC. He is the author of *Bulletproof Presentations* and coauthor of the fourth edition of *The Complete Idiot's Guide to Project Management*. He lives in Houston, Texas.

From the Back Cover
Considering how important the area of communications management is for successful projects, this book has been long overdue. Project managers will find its contents invaluable, as they will gain an appreciation of the dramatic, positive impact of effective communications on their projects. Mike Campbell's book is right on target!mdash; Walter A. Viali, PMP, Principal Consultant, PMO To Go LLC; past President, PMI Houston Chapter

According to the Project Management Institute, over 80 percent of your job as a project manager is communication. But you're so busy with all the other project tasks that you hardly have time to contemplate this crucial role. Even if you've got every component of your project fine tuned and humming, it can still fall short if you haven't convinced leadership of its value, told everyone exactly how to implement it, and prepared everyone for the changes that new projects inevitably bring. In fact, poorly communicated project information can doom even "perfect" projects to failure. You need to apply the same level of care in sharing information about projects as you do in designing and executing them. Most project management books gloss over the importance of communicationsmdash;or ignore the issue completely. But the success or failure of your project is likely to hinge on your skills to manage not just processes and schedules, but people and their expectations, change and its impact, and information and its role in your organization. *Communications Skills for Project Managers* gives you all the practical advice and strategies you'll need to ensure total project successmdash;where projects not only work unto themselves but drive the organizational growth that they're designed (and expected) to accomplish. With this invaluable guide, you'll learn how to keep your project team, upper management, and all other stakeholders involved and informed every step of the way. Written by a certified Project Management Professional and brimming with powerful examples, practical tools, templates for repeatable processes, and a complete case study, *Communications Skills for Project Managers* ensures that your best project efforts will resonate with every person and

every group they're designed to help. About the Author Michael Campbell, PMP (Houston, TX) is an experienced project manager and co-author of *The Complete Idiot's Guide to Project Management, 4th Ed.* and author of *Bulletproof Presentations*. He is a Managing Director for Energy Practice at MCA International.