Different People, Different Strokes
– Using communication styles for project success

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Table 8C: Distribution of skills supply, by industry
Share of skills family in industry total, %

Industry codes

Code	Industry
BAS	Basic and Infrastructure
CON	Consumer
EN	Energy
FS	Financial Services & Investors
HE	Healthcare
ICT	Information and Communication Technology
MEI	Media, Entertainment and Information
MOB	Mobility
PS	Professional Services

Skills family	BAS	CON	EN	FS	HE	ICT	MEI	MOB	PS	OVERALL
Content Skills	4	4	3	5	11	3	14	3	8	6
Process Skills	6	4	7	6	11	3	9	3	11	7
Resource Management Skills	23	26	31	27	18	25	8	27	18	23
Complex Problem Solving Skills	8	5	7	6	7	4	3	5	5	6
Social Skills	40	55	33	47	47	30	50	47	48	44
Systems Skills	4	4	6	7	3	6	1	3	5	4
Technical Skills	15	2	13	2	3	29	15	12	5	11

Source: LinkedIn.
Note: Based on share of LinkedIn members with stated skills across *Future of Jobs Report* focus countries. LinkedIn currently has more than 400 million members in more than 200 countries and territories. Industry classification based on World Economic Forum taxonomy.
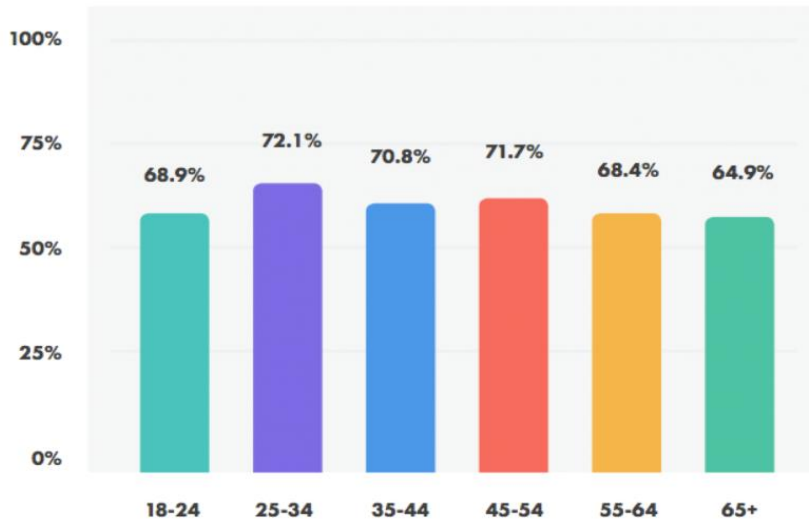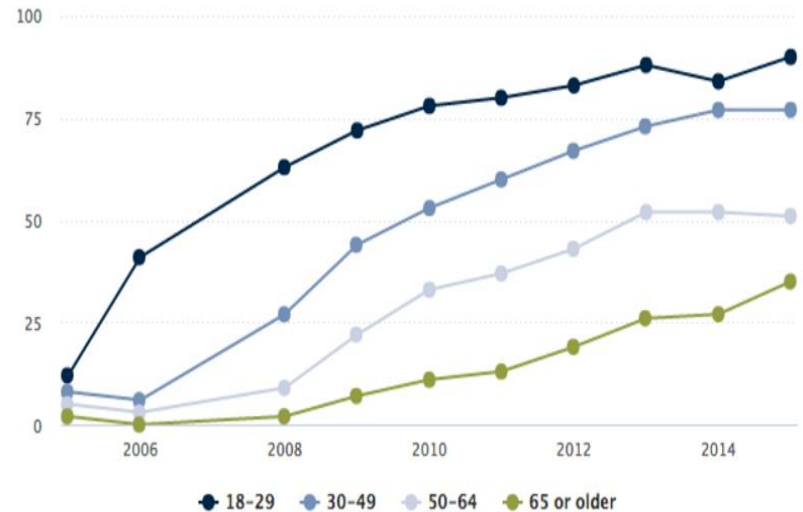
Introduction

Email is not dead but faces stiff SM competition

25-34 Year Olds Are Most Bullish on Email

Percentage of consumers by age who think email will still exist in 10 years

Among all American adults, % who use social networking sites, by age


● 18-29 ● 30-49 ● 50-64 ● 65 or older

Source: This survey was commissioned by Litmus and conducted online within the U.S. by Fluent, Inc. on Nov. 4, 2015 among 1,225 American adults. Respondents were randomly selected, and the findings are at a 99% confidence level with a margin of error of +/- 3.5%. Fluent's proprietary ad serving technology includes a real-time survey module that was used to facilitate the data collection for this study.

Source: Pew Research Center surveys, 2005-2006, 2008-2015. No data are available for 2007.

Introduction

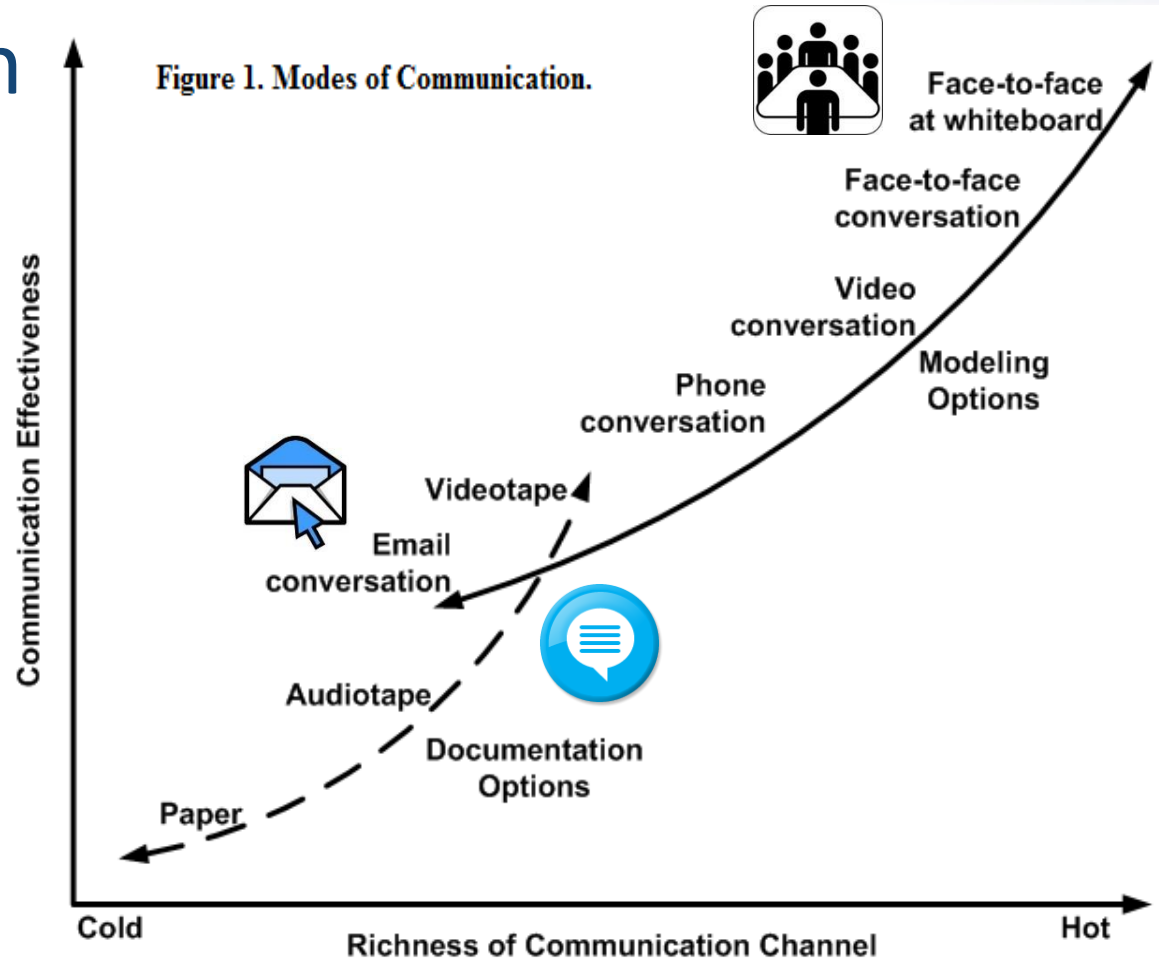## How Human Beings Process Information

- Non-verbal --55%
- Environmental -- 38%
- Verbal -- 7%
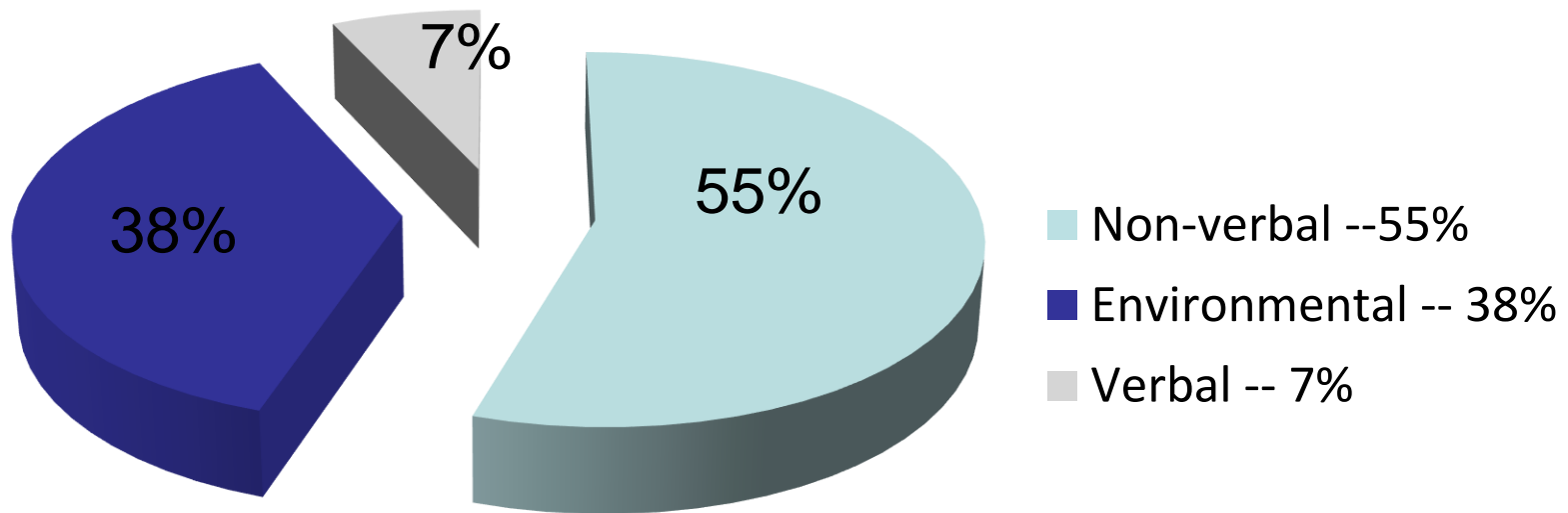
Introduction

Communication Effectiveness

Face-to-Face:

High bandwidth communication domain knowledge moves quickly, rapidly and accurately!

Figure 1. Modes of Communication.

Face-to-face at whiteboard

Face-to-face conversation

Video conversation

Modeling Options

Phone conversation

Videotape

Email conversation

Audiotape

Documentation Options

Paper

Communication Effectiveness

Cold

Richness of Communication Channel

Hot

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Original Diagram Copyright 2002 Alistair Cockburn

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Communication Styles: Definition

	Oral	Written
Informal	Unplanned and / or Unstructured Communication that uses Auditory Means	Unplanned and / or Unstructured Symbolic Communication
Formal	Planned and / or Structured Communication that uses Auditory Means	Planned and / or Structured Symbolic Communication

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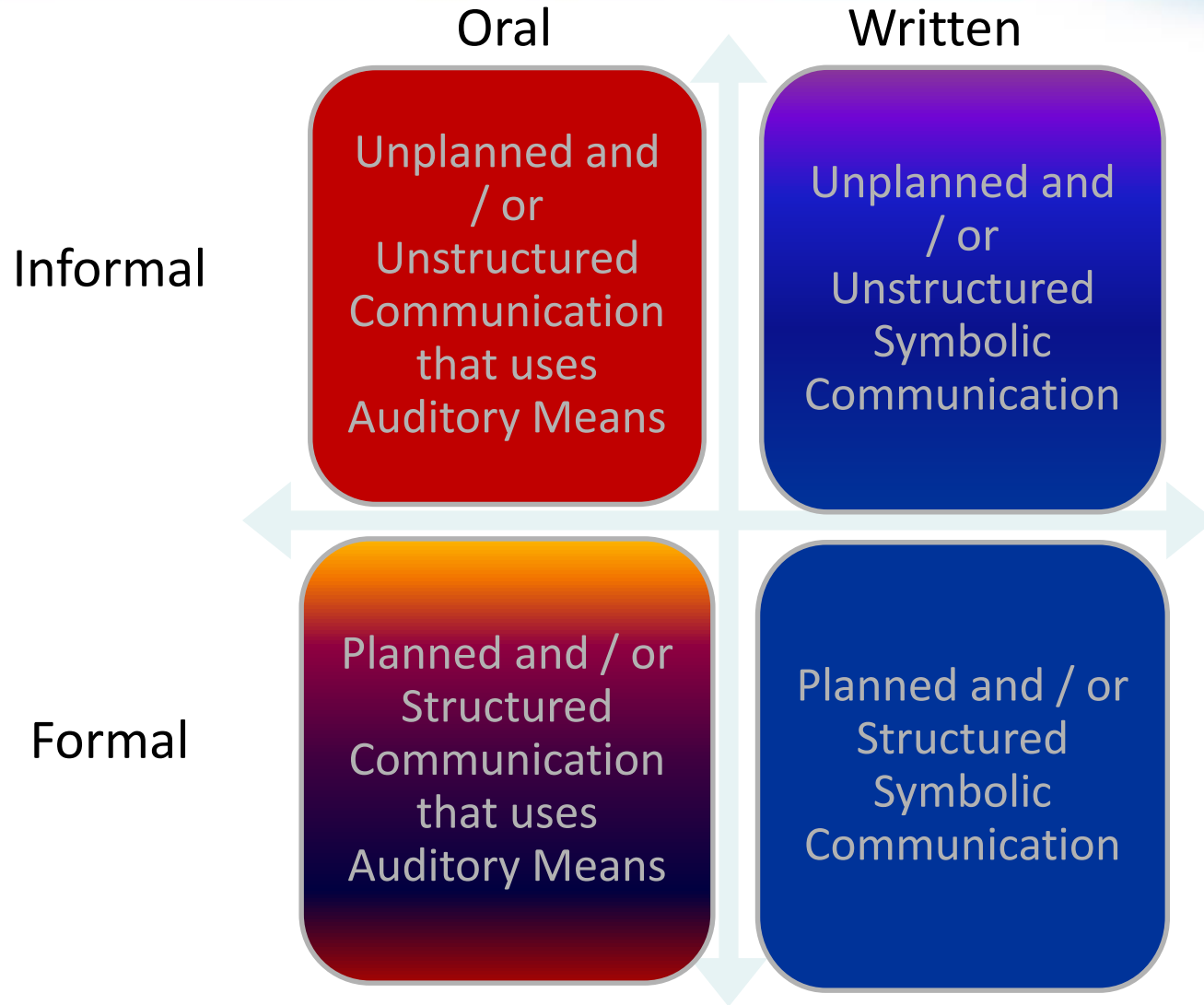
Communication Styles: Benefits

	Oral	Written
Informal	Relationships / Information	Clarifying Information / Relationships
Formal	Negotiating Agreements / Results	Agreements / Results

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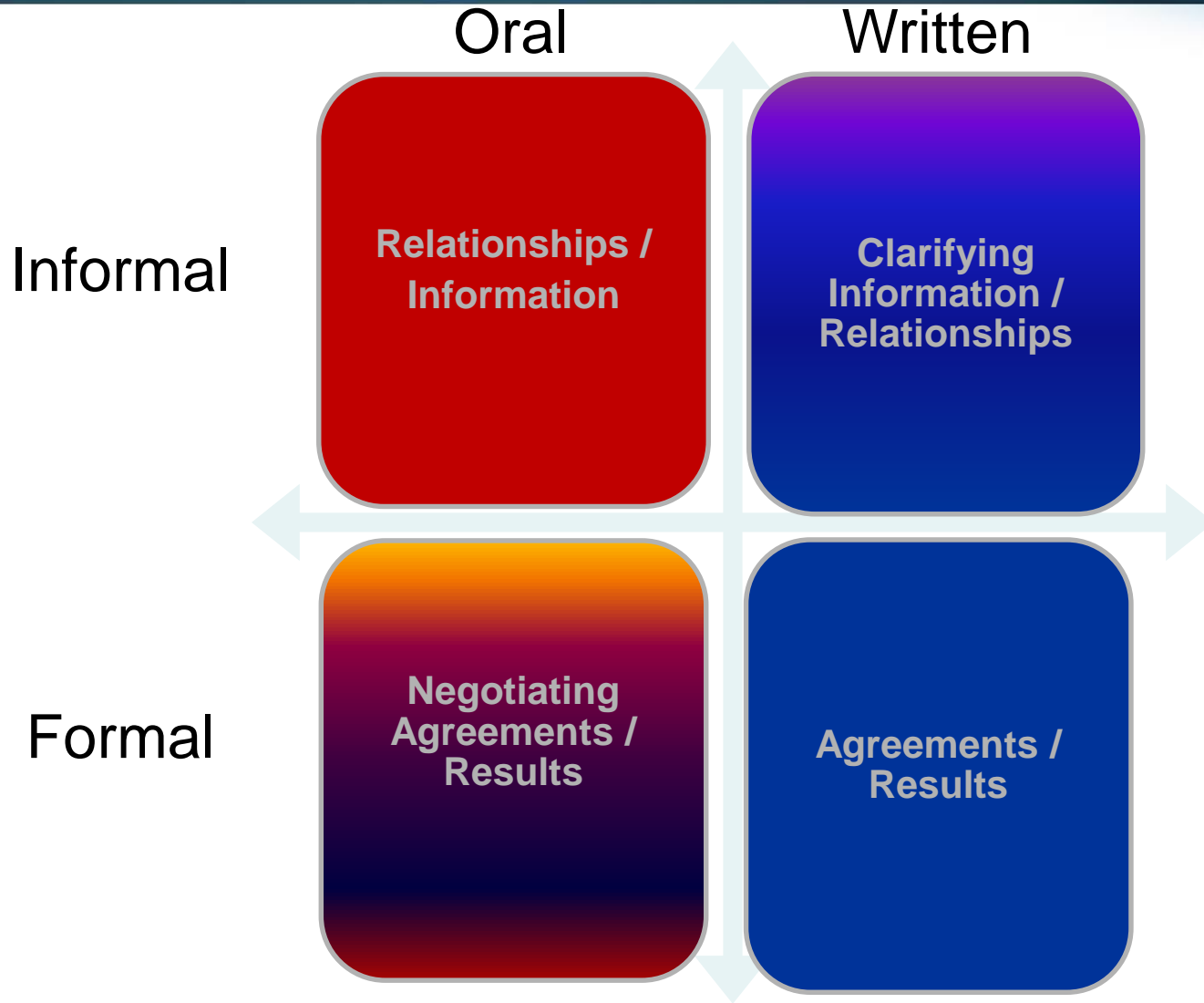
Communication Styles: Implications

	Oral	Written
Informal	TRUST **RELATIONSHIP**	**CLARIFICATION**
Formal	FEEDBACK **CONSEQUENCES**	LITTLE TRUST CONSEQUENCES RESULTS

Collaborating for success
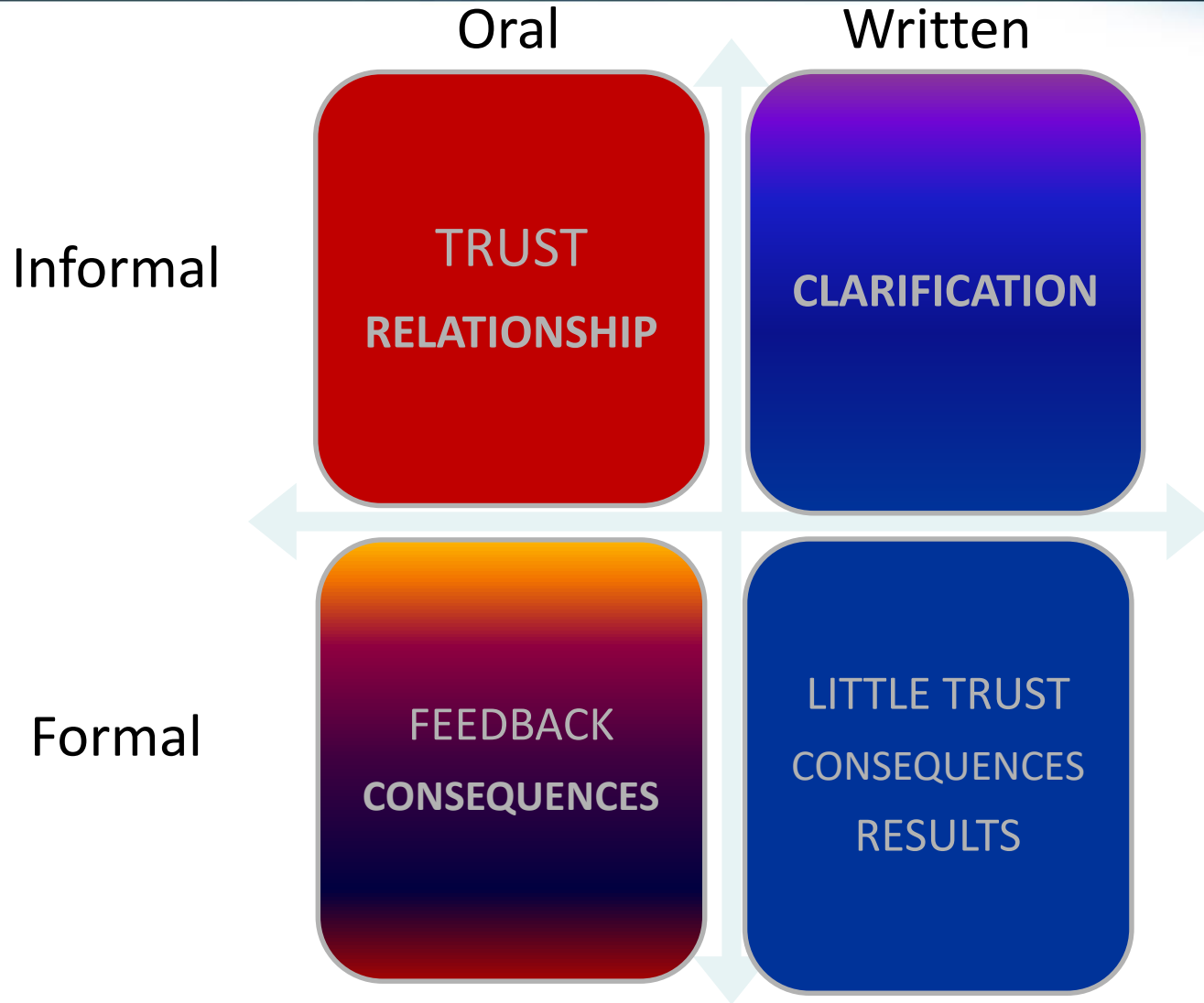
Project Communication Planning

Communication Management 2.0

Past paradigm: "Social networking sites"

Current paradigm: powerful business tools used for marketing communications and internal information

The communication management plan 2.0

– Accommodates social media considerations and incorporates the use of social media tools as communication mechanisms

– Identifies comprehensive integrated collaboration platforms that can add means to track and execute projects "the social way"

Going 2.0

- ## Web 2.0 Tools Vs. web and e-mail applications
  - Transparency
  - More real-time information
  - ROI realization based on the use of social media is a challenge
    - Project managers will need to measure the ROI related to the use of social media by using a focused approach and data collection.
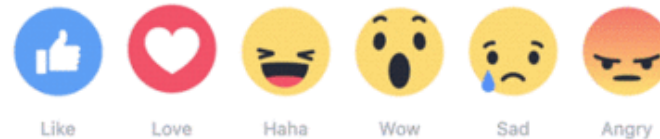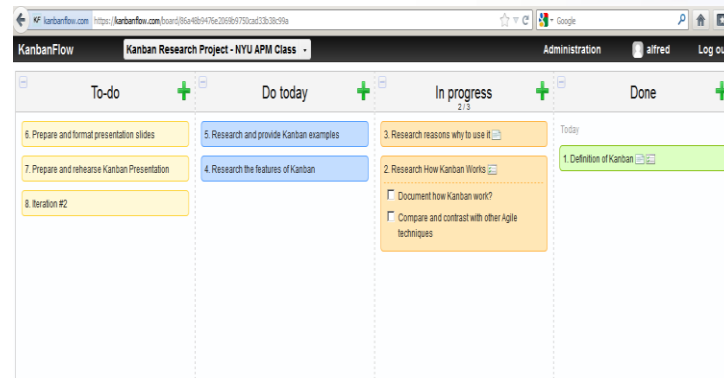
Communication Tools: Considerations

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Kanban charts

Key Challenges

- ## PM has to deal with

  - Distractions

  - Fragmented interests

  - Low attention spans

  - Data loss
    - Proofpoint found that 18 percent of the companies had investigated a data loss event via a blog or message board

  - "Social media breaks"
    - The growth of social media put the category at second highest for time spent online, only marginally trailing entertainment

Research findings: workers who engage in "Workplace Internet Leisure Browsing" are more productive than those who don't.

Access to social media improves productivity!

Recommendations: Social Media Policy

- Project Manager can ensure that a project policy regarding the use of social media
  - Exists
  - Mimics the company's existing social media policy or be tailored to meet the project's needs
  - Enhances the positive impact of social media and minimizes threats that can result from the usage of social media tools
  - Focused towards creating the appropriate openness in sharing project information and a collaborative environment
  - Facilitates the work using virtual teams
  - Manages the interaction with a diverse group of users and clients across the world
 - Minimizes the loss of productivity, litigation, bad publicity, and destructive communications

Conclusion

- Adopt more progressive policies and processes that will work for the "social media" age and not continue to operate as they did in the industrial age

- Project Manager 2.0, savvy project manager uses the social media to be "open" while maintaining control to ensure that their project is social-media leveraged and protected, can help bring about this transformation

- Project managers must use intelligence & purpose to manage stakeholders in new ways by using the Web 2.0 technology

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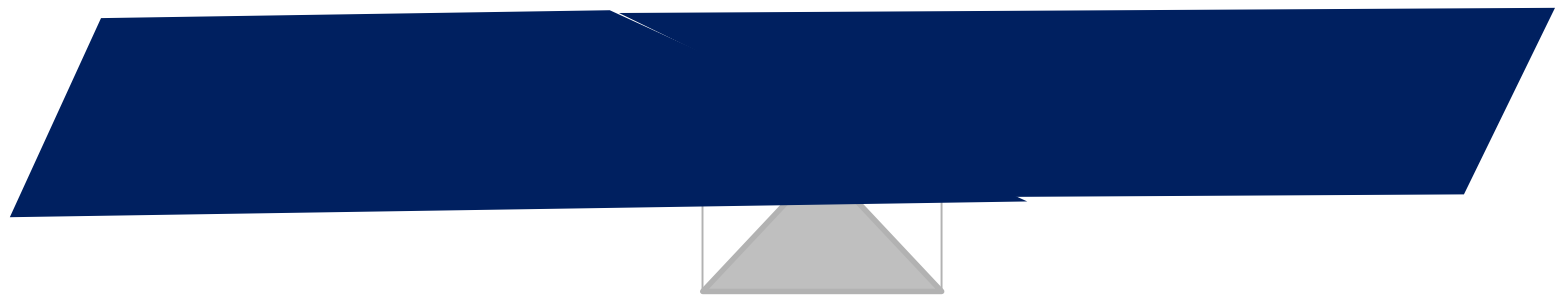# Project Communication Success
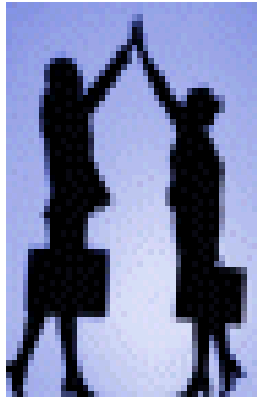
Relationships   =   Results

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