Strategic Communication for Project Management Professionals Training Course



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Amsterdam

5900 € (Per Person)

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Course Introduction / Overview:

Effective communication is the cornerstone of project success, yet it remains one of the most significant challenges in project management. This intensive training course is designed to transform how project professionals plan, execute, and manage communication throughout the entire project lifecycle. Moving beyond basic templates and status reports, this program delves into the strategic elements that drive stakeholder engagement, mitigate risks, and ensure project objectives are met. Drawing on principles articulated by communication scholars like Anne Gregory, we explore how to craft a robust communication strategy that aligns with organizational goals. Participants will learn to navigate complex stakeholder landscapes, manage expectations, and build consensus. As detailed in the PMBOK® Guide, communication management is a critical knowledge area, and this course provides the practical skills to master it. At BIG BEN Training Center, we provide a comprehensive framework for developing and implementing a strategic communication plan that not only informs but also influences and inspires action, ultimately leading to more successful project outcomes.

Target Audience / This training course is suitable for:

- Project Managers and Project Leaders.
- Program and Portfolio Managers.
- Project Team Members and Team Leads.
- Project Management Office (PMO) staff and managers.
- Business Analysts and System Analysts.
- Product Owners and Scrum Masters.
- Consultants and project stakeholders who require a deeper understanding of project communication.
- Functional managers with project responsibilities.
- Aspiring project management professionals.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Construction and Engineering.
- Healthcare and Pharmaceuticals.
- Banking, Finance, and Insurance.
- Governmental agencies and public sector organizations.
- Manufacturing and Logistics.
- Energy and Utilities.
- Consulting and Professional Services.
- Non-profit and non-governmental organizations.

Target Organizations Departments:

- Project Management Office (PMO).
- Information Technology (IT) and Software Development.
- Engineering and Product Development.
- Operations and Supply Chain Management.
- Marketing and Sales.
- Human Resources and Organizational Development.
- Research and Development (R&D).
- Finance and Administration.
- Strategic Planning and Corporate Development.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive strategic communication plan aligned with project goals.
- Conduct thorough stakeholder analysis and create an effective engagement strategy.
- Master techniques for clear, concise, and influential communication across various channels.
- Design and implement a project communication matrix for optimal information flow.
- Manage and facilitate productive project meetings, both in-person and virtual.
- Proactively identify and mitigate communication risks and barriers.
- Apply conflict resolution strategies to manage stakeholder disagreements effectively.
- Craft compelling project status reports and presentations for executive audiences.
- Lead change management communication initiatives with confidence.
- Measure the effectiveness of communication strategies and make data-driven adjustments.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their learning in the workplace. We believe in a blended learning approach that combines expert-led instruction with hands-on activities. The course incorporates real-world case studies, allowing participants to analyze complex project communication scenarios and develop strategic solutions. Group discussions and collaborative exercises encourage peer-to-peer learning and the sharing of diverse experiences. Role-playing simulations will be used to practice crucial skills such as stakeholder negotiation, conflict resolution, and presenting to senior leadership. Participants will receive constructive feedback from both the instructor and their peers in a supportive environment. Each module includes practical workshops where attendees will work on developing components of a communication plan for a sample project. This emphasis on experiential learning ensures a deep understanding of the concepts and builds confidence in applying them to real-world project challenges.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Project Communication

- The critical link between communication and project success.
- Differentiating strategic communication from tactical information sharing.
- Core principles of communication management from the PMBOK® Guide.
- Understanding the communication process model and identifying potential barriers.
- The role of the project manager as a chief communicator.
- Ethical considerations in project communication.
- Introduction to stakeholder theory and its importance.

Unit Two: Stakeholder Analysis and Engagement Planning

- Identifying and categorizing project stakeholders.
- Conducting a comprehensive stakeholder analysis (power, interest, influence).
- Developing a stakeholder engagement assessment matrix.
- Crafting tailored communication approaches for different stakeholder groups.
- Techniques for building trust and rapport with key stakeholders.
- Managing stakeholder expectations throughout the project lifecycle.
- Creating a detailed stakeholder engagement plan.

Unit Three: Developing the Strategic Communication Plan

- Defining communication objectives and key messages.
- Selecting appropriate communication channels and technologies.
- Creating a project communication matrix.
- Developing a schedule and frequency for project communications.
- Planning for project kickoff, status, and closure communications.
- Integrating the communication plan with the overall project management plan.
- Techniques for message mapping and audience analysis.

Unit Four: Executing Communication and Managing Information Flow

- Facilitating effective and efficient project meetings.
- Best practices for virtual and hybrid team communication.
- Crafting clear and impactful project reports, emails, and presentations.
- Utilizing visual communication tools to enhance understanding.
- Managing difficult conversations and delivering bad news.
- Techniques for active listening and providing constructive feedback.
- Implementing the communication plan and monitoring its progress.

Unit Five: Advanced Communication Strategies and Measurement

- Managing communication during project crises and changes.
- Conflict resolution and negotiation skills for project managers.
- Influencing without authority and persuading senior stakeholders.
- Communicating project risks and opportunities effectively.
- Cross-cultural communication in global project teams.
- Measuring the effectiveness of project communication.
- Developing a personal action plan for continuous improvement in communication skills.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How might the principles of strategic communication evolve to address the challenges of managing fully remote, globally distributed project teams in the age of AI-driven communication tools?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond the procedural aspects of communication planning to focus on the strategic and psychological dimensions of effective project leadership. While many courses provide templates for communication plans, we emphasize the 'why' behind the 'what', teaching participants how to analyze stakeholder motivations, navigate complex organizational politics, and build genuine influence. Our curriculum integrates advanced concepts such as crisis communication, change management, and conflict resolution, which are critical for managing the complexities of modern projects but often treated as separate disciplines. We place a strong emphasis on practical application through realistic case studies and role-playing scenarios that mirror the challenges participants face in their daily roles. The course content is grounded in both established project management frameworks and contemporary communication theory, providing a holistic and intellectually rigorous learning experience. The focus is not just on transmitting information, but on fostering the nuanced skills required to lead, persuade, and build the consensus necessary for true project success.