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# Global Project Management *Stakeholder Communication*



**GLOBALINX CORP**

International Training Consultants Since 1968

Developing High Potential People for Global Business



## Process, Techniques, and Benefits

Participants are taught how to prepare for and deliver project-related presentations that closely meet the needs and expectations of their audience.

Communication Analysis	Audience	Accurately analyze the audience's information needs.
	Objectives	Identify the objectives to keep the project on schedule.
	Structure	Organize information logically for quick, easy understanding.
Communication Design	Introduction	Outline the critical content, objectives, and the impact on the project.
	Progress	Briefly summarize key accomplishments.
	Plan	Summarize key actions and milestones for next period.
	Issues	Explain countermeasures for serious issues.
	Risks	Identify, assess and outline plans for serious risks.
	Escalations	Request specific help only when necessary.
	Financial	Briefly update financial and schedule status. Explain variances.
	Conclusion	The audience understand the status and their required actions, if any.
Communication Challenges	Questions	Provide information as needed, in keeping with company image.
	Complaints	Maximize customer satisfaction in complaint situations.
	Clarifications	Reduce misunderstandings diplomatically.
	Reporting Bad News	Report bad news in a timely and proactive way.



# Training Theory

## Communication Analysis

- **Audience:** Sometimes communication with stakeholders is low quality because *too much information* is included: busy managers cannot recognize which issues are top priority and therefore do not know what they need to do to help the project succeed. It is your job to carefully control the flow of information so that this never happens on your projects. This does not mean that bad news should be kept secret; but you need to avoid overwhelming your audience with useless details.
- **Objectives:** Without a tightly focussed objective, a presentation will wander aimlessly, boring and confusing the audience and wasting everyone's time. Participants in this seminar will learn how to correctly identify or recognize the true business objective of their presentation.
- **Structure:** A logical flow of ideas will make it easy to follow and understand the information from raw data all the way through to conclusions and recommendations.

## Communication Design

- **Introduction** - Give an overview of the content of the presentation. Explain how the presented information will enable them to make informed decisions and help keep the project on schedule.
- **Progress** - To quickly and clearly communicate the current state of the project.
- **Plan** - To communicate a high level view of the project plan for the next period and show how it is evolving according to changing circumstances.
- **Issues** - To respond to issues as they appear, and communicate the countermeasures you have taken or recommend taking.
- **Risks** - To identify serious risks which may appear in the future and propose countermeasures for reducing them.
- **Escalations** - Escalation is a critical tool to be used by project team members to help communicate threats to the project outcomes.
- **Financial** - To keep track of and control project costs against the planned budget so that financial problems can be quickly identified and resolved.
- **Conclusion** - Review the main points of the presentation and the recommended actions.

## Communication Challenges

- **Questions; Keeping Control:** The project manager must be able to stay in control and on message despite being in a tough situation.
- **Questions; Difficult Questions:** Audience members often ask very tough questions; sometimes attacking weaknesses in your product, project management methods, or even yourself. You must be prepared to handle these without losing your cool.
- **Receiving Complaints:** When a customer complains to a project manager, they have the expectation of a quick respectful reaction, ownership of the issue, and a road-map to resolution which keeps them informed.
- **Resolving Complaints:** Project managers tend to be good technical thinkers, but sometimes lack customer relations skills. Delivering a perfect technical solution is often not enough; the customer needs to be treated with respect during the process or total satisfaction can be lacking.
- **Providing Clarifications:** Sometimes complaints turn out to be simple misunderstandings or mistakes on the part of the customer. Diplomacy is required in order to avoid offending them and causing dissatisfaction.
- **Reporting Bad News:** Bad news is a tough but often necessary part of a project manager's job; avoiding it or delaying only makes it worse.



## Training & Study Flow

<b>Before</b>	Prepare	<ul style="list-style-type: none"> <li>• Pre-study material is provided for each participant.</li> <li>• Participants have access to pre-formatted and structured project management PowerPoint templates.</li> <li>• Each learner studies at a time, place, and pace suitable for them, using bilingual workbooks.</li> </ul>
	Pre-Assignment	<ul style="list-style-type: none"> <li>• Learners e-mail their presentations directly to the instructor for preliminary assessment and immediate feedback.</li> </ul>
<b>Classroom</b>	Interactive Lecture	<ul style="list-style-type: none"> <li>• Learners receive multimedia classroom instruction, delivered at a pace that is comfortable, yet challenging, for them.</li> <li>• Questions are answered immediately by qualified instructors.</li> </ul>
	Exercises	<ul style="list-style-type: none"> <li>• Topics are broken down into manageable learning points which are made familiar through short practice exercises.</li> </ul>
	Feedback	<ul style="list-style-type: none"> <li>• Learners get instant feedback from instructors and fellow students.</li> </ul>
	Workshops	<ul style="list-style-type: none"> <li>• Learners assemble skill sets in preparation for delivering presentations based on their business presentation.</li> </ul>
	Presentations	<ul style="list-style-type: none"> <li>• Learners practice their presentations in a controlled environment.</li> <li>• Practice handling questions from their peers and instructor.</li> <li>• Presentations are recorded on video.</li> </ul>
	Observation	<ul style="list-style-type: none"> <li>• Learners observe and learn from each other.</li> <li>• Student Observers are given evaluation checklists to assess and guide their feedback for each presenter.</li> </ul>
	Feedback	<ul style="list-style-type: none"> <li>• Student Observers provide immediate feedback.</li> <li>• Instructors facilitate a group de-briefing and feedback session.</li> <li>• Instructor feedback is recorded on video for action planning.</li> </ul>
	Video Review & Self Evaluation	<ul style="list-style-type: none"> <li>• Learners watch their presentations and evaluate them against a checklist of targets.</li> </ul>
	Repeat Process	<ul style="list-style-type: none"> <li>• The seminar contains 3 interactive lectures, focussing on key learning areas.</li> </ul>
	<b>After</b>	Action Plans
Follow-up		<ul style="list-style-type: none"> <li>• Follow-up study and review materials are provided.</li> <li>• An online graduates forum is available for peer consultation.</li> <li>• Performance improvements are measured using peer review and instructor's critique.</li> <li>• Recommendations are made for further study and practice.</li> </ul>



# Schedule

Day 1	
AM	<p><b>Lecture 1 - Communication Analysis</b></p> <ul style="list-style-type: none"><li>• Audience</li><li>• Objectives</li><li>• Structure</li></ul> <p><b>Workshop</b></p> <ul style="list-style-type: none"><li>• Case Study</li></ul>
PM	<p><b>Lecture 2 - Communication Design</b></p> <ul style="list-style-type: none"><li>• Introduction</li><li>• Progress</li><li>• Plan</li><li>• Issues</li><li>• Risks</li><li>• Escalations</li><li>• Financial</li><li>• Conclusion</li></ul> <p><b>Workshop</b></p> <ul style="list-style-type: none"><li>• Case Study</li></ul>
Day 2	
AM	<p><b>Lecture 3 - Communication Challenges</b></p> <ul style="list-style-type: none"><li>• Questions: Control</li><li>• Questions: Difficult</li><li>• Complaints: Receiving</li><li>• Complaints: Resolving</li><li>• Clarifications</li><li>• Reporting Bad News</li></ul> <p><b>Workshop</b></p> <ul style="list-style-type: none"><li>• Case Study</li></ul>
PM	<p><b>Practice - Final Presentations</b></p> <ul style="list-style-type: none"><li>• Answering Questions</li><li>• Handling Complaints</li><li>• Providing Clarifications</li><li>• Reporting Bad News</li></ul> <p><b>Seminar Review - Lessons Learned</b></p>



## Target Participants

This seminar is designed to be beneficial for all project team members.

Since the training is designed for people working on Global Project Teams, the classroom training and role-plays are usually conducted in English. As a result, a minimum TOEIC score of 600 is recommended.

The optimum class size is 6 people.

## Classroom Materials

All of GLOBALINX training material is developed 100% in-house. We adapt the latest, most up-to-date Business Management research and theories to suit our clients specific business needs and training objectives. Role-plays used to practice new concepts are custom-designed and written to suit the client's precise specifications and requirements. PMBOK methodology and terminology is used where appropriate.

GLOBALINX workbooks are written in both English and Japanese and use graphics wherever possible to illustrate difficult concepts or procedures. Pre-formatted and structured Powerpoint templates are provided for each student. Lectures are accompanied by multimedia presentations.

## Trainers

GLOBALINX Project Management seminars are designed and facilitated by experienced Project Managers.

## Cost

Trainer: Contact Globalinx Office for Quotation

Material: ¥12,500/Person

## Contact

For more information:

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