



80/20 Pareto's Principle in Project Management communication

Evelin Vanker

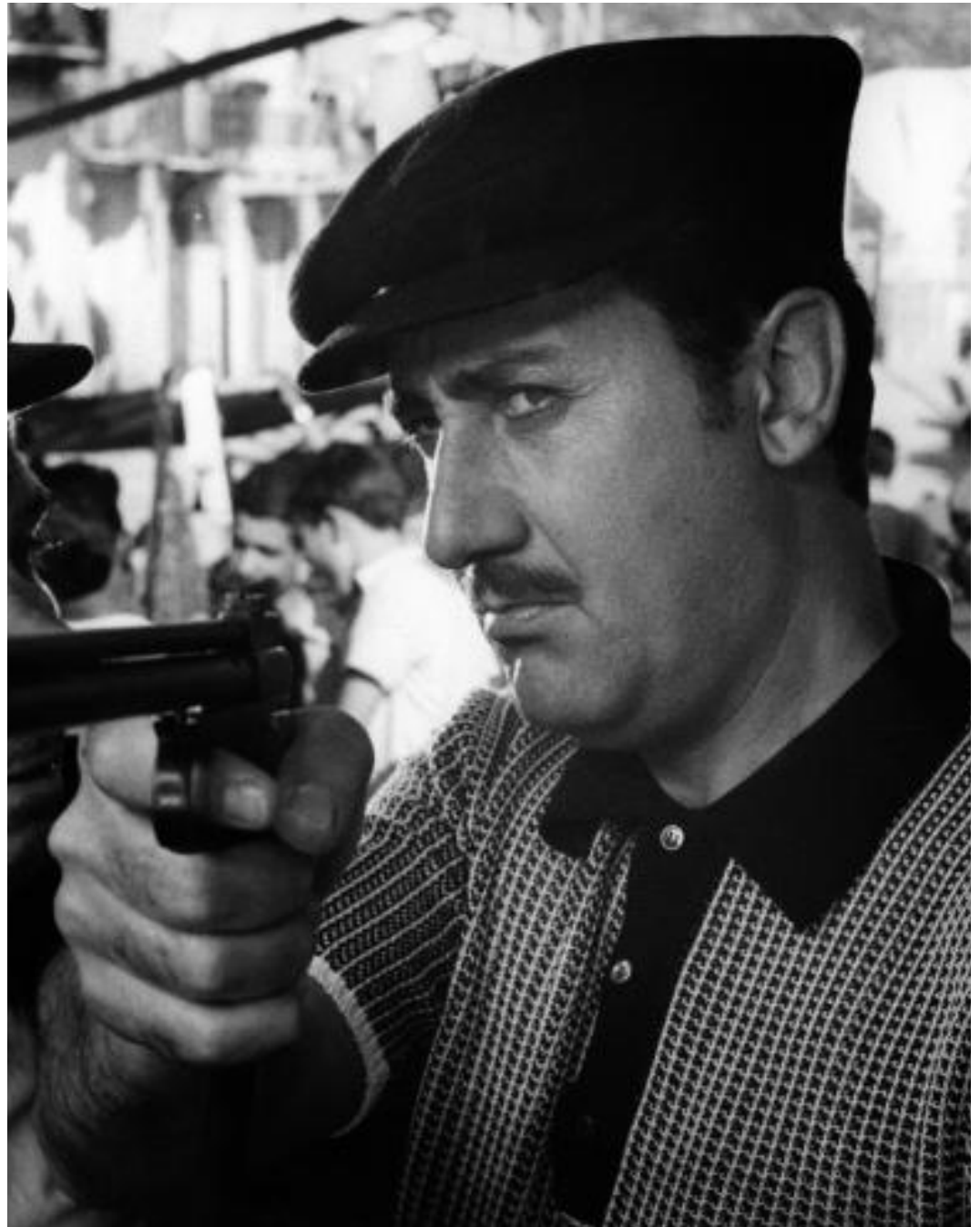
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+ Customer

- Mostly knows how much money he has
- Usually wants something, but not completely sure how much he can actually have for that money
- His needs can change over the time, but the budget remains the same!
- Knows when he wants the product to be delivered – on time!



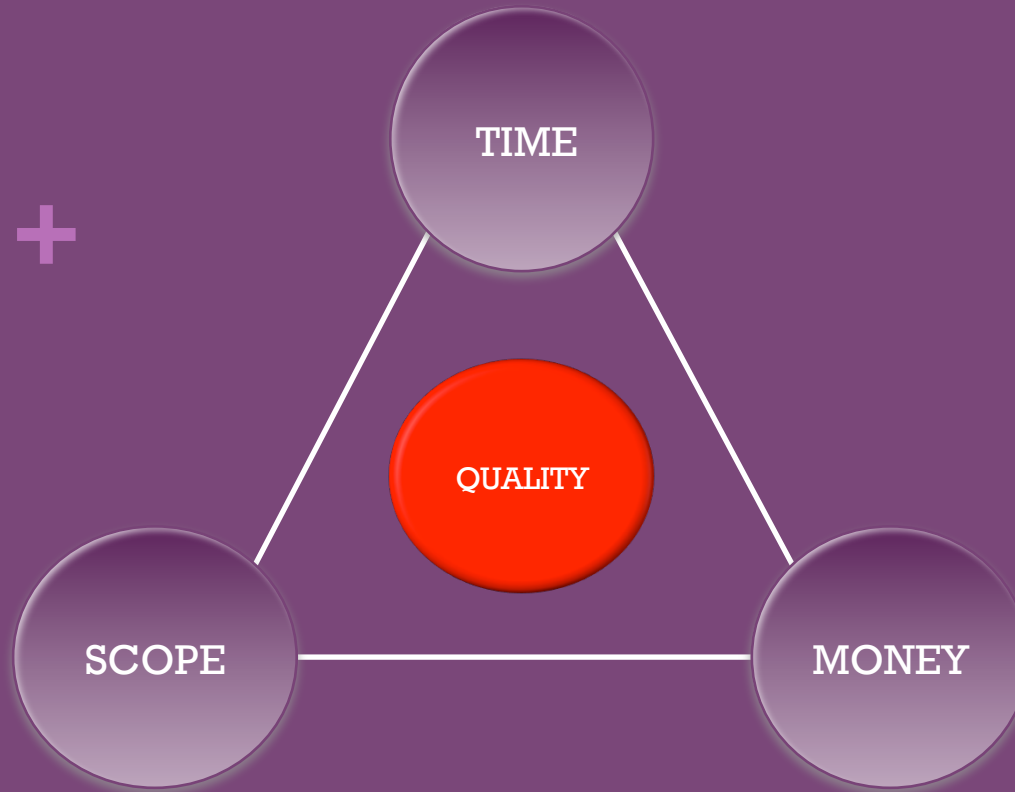
+ Project Manager

Has to keep everyone happy!

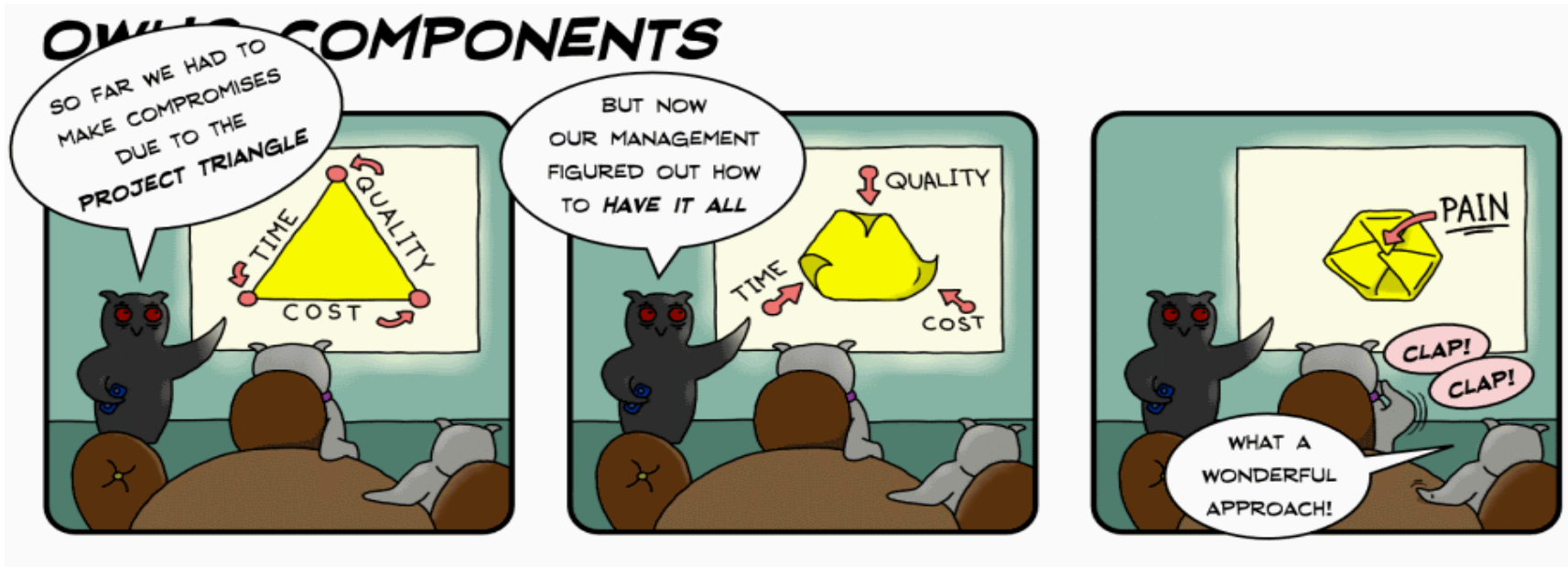


Variables managing a project

An effective project management methodology is required for managing: **scope, time, resources (budget, human etc.), change, risk, issues, configuration, quality, and communication** .



+ Management alternative! :)

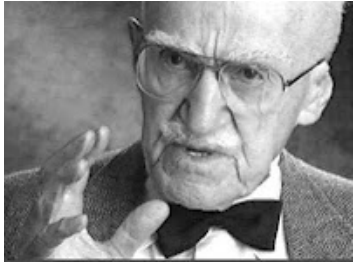


Pareto's Principle



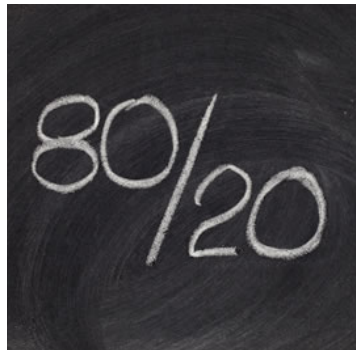
Vilfredo Pareto

The **Pareto principle** (also known as the **80–20 rule**, the **law of the vital few**, and the **principle of factor sparsity**) states that, for many events, roughly 80% of the effects come from 20% of the causes. E.g. 80% of your sales come from 20% of your clients.



Joseph M. Juran

Many businesses have an easy access to dramatic improvements in profitability by focusing on the most effective areas and eliminating, ignoring, automating, delegating or retraining the rest, as appropriate.



What could be the 20% of the issues in communication that results in 80% of the outcomes? One possible option is poorly or very well planned and managed communication plan.

+ Reasons projects are successful

- User/customer engagement
- Executive Management Support
- Clear Statement of Requirements
- Clear Vision & Objectives
- Proper Planning define the project carefully
- Realistic Expectations
- Smaller Project Milestones
- ROI
- Ownership
- Hard-Working, Focused Staff

Successful project managers typically have good communications skills that include being able to effectively present the issues, listen and act on feedback, and foster harmony among team members.

Communication channels

The key to successful communications is to keep information flowing in the right direction.

Upward channel	Lateral channel	Downward channel
Communicate to senior executives	Communicate to clients, vendors and functional managers	Provide direction to project team
Highlight issues, risks and exceptions	Involves negotiations for resources, budgets and time allocations	Highlight tasks pending, scheduled tasks, dates, and general team briefings
Tools used: <ul style="list-style-type: none">• Exception reports• Weekly status reports• Project charter• E-mail updates• Face-2-face reviews• Communication plan	Tools used: <ul style="list-style-type: none">• Communication plan• Statement of work• Contracts• E-mail	Tools used: <ul style="list-style-type: none">• Verbal exchanges• Agendas, minutes• E-mail• Project brief• Project plan• Issue logs
Strengthens the buy-in from top	Requires diplomacy and tact	Requires delegation skills

Creating communication strategy

Before drafting your communication plan, start with a brief analysis of what you hope to achieve. Begin with an overview of your program's communications **environment, objectives and goals**. Include a short situation analysis where you look at your **project's communications strengths, weaknesses, opportunities and threats** (SWOT-analysis).



- **What?** what you want to accomplish with your association communications (your objectives); ways in which those objectives can be accomplished (your goals or program of work)
- + • **Who?** The target of the communication (e.g. all stakeholders, PM, Project Team, and so on)
- **Why?** The goals and objectives of the project communication process
- **When?** The timing and frequency requirements for all formal and informal communication activities
- **How?** The mechanisms and formats for the elements of the project communication process (tools and timetable); how you will measure the results of your program (evaluation)

Developing a project plan

The communication plan sets out a clear framework for your communication activities and allocates roles, tasks and goals to individual members of the team.

It will serve you as a guiding document throughout the program's lifecycle including information on objectives, audiences, messages, tools and budget available.

Project Phase	Stakeholder(s)	Information Type	Communication Type	Project Milestone or Frequency of Communication	Responsible Person	Storage Location
e.g., All	Associate VP	Status Report	Meeting/Paper	Weekly	Project Manager	Project Folder
e.g., Initiation	Director	Approval request	Paper	End of Initiation Process	Project Leader	Project Folder
e.g., All	Project Team	All notes and documentation	Electronic documents	Length of Project	Project Team	Wiki

Value of an effective communication plan



- **Facilitates team development:**

Proper communication actually provides the basis for the project team to work together and understand objectives and tasks to be completed. Better communication means better performance.

- **Helps stakeholders understand the project goals:**

From defining the user requirements to implementing the product, a proper communication plan aids in informing all project stakeholders what communication channels will be used on the project, who will report to whom, and the frequency, type, and format of project meetings.

- **Makes it easier to update stakeholders**

- **Reduces time of creating unnecessary documentation**

+ Conclusion

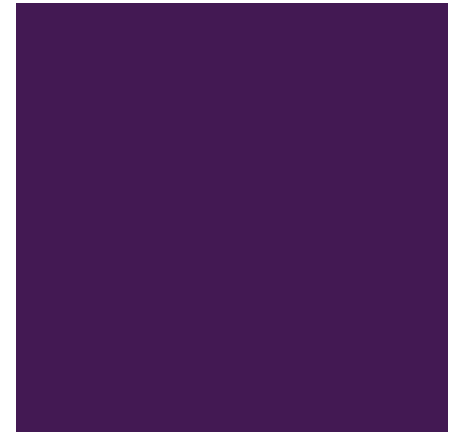
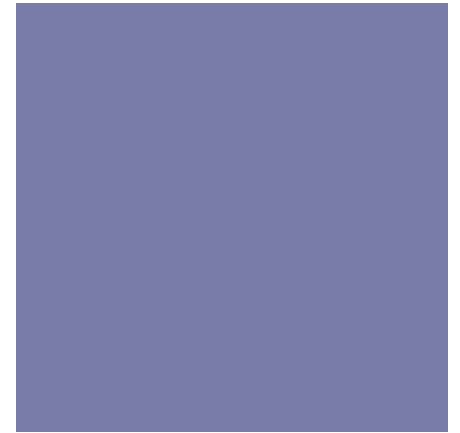
To plan and manage communication project manager should:

- understand the (communication) expectations of different stakeholders. How much and what information do they need?
- involve stakeholders in the process of developing the communication strategy and plan
- understand the project environment, goals and objectives
- analyze project's communications strengths, weaknesses, opportunities and threats
- know and understand the tools to be used in communication
- understand the value of the communication plan
- not over communicate (too much information could be crucial to the outcome)!



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THANK YOU!