

Effective Team Communication Strategies:

Planning and Execution

- Structured communication drives project success and team trust
- This course covers planning, execution, and continuous improvement
- Deliberate strategies prevent costly rework and delays
- Effective communication is a core management discipline



The Business Case for Deliberate Communication



- Poor communication costs
\$9,284–\$30,000 per employee yearly



- Only 52% of projects finish on time
without strong communication



- Miscommunication causes
56% of project failures



- Communication strategy is a
management discipline, not admin work



What Goes Wrong: Common Communication Failure Points



- Information silos create duplication and delays



- Unclear ownership leads to missed decisions and actions



- Message overload causes important updates to be ignored



- Missing escalation paths mean issues become crises



- Ad hoc conversations fail; repeatable structure prevents failure



Core Principles for Team Communication



Clarity: unambiguous messages, purposeful channels



Context: background, rationale, and audience awareness



Consideration: respect time, workload, and attention



Confirmation: acknowledge and verify critical communications



Consistency: reliable routines and channel norms across teams



Quality over volume: clear, structured updates beat message noise



Planning Phase: Stakeholders, Channels, and Cadence



- Map audiences and their information needs first



- Match channel to message type and urgency



- Document channel choices and response expectations



- Align cadence to decision cycles, not calendar defaults



- Build the plan before delivery begins



Channel Selection in Practice

- Match channel richness to message complexity and urgency
- Push channels: broadcast updates; pull channels: on-demand access
- Urgent, complex issues → live call; routine updates → project tool
- Decisions needing records → written documentation, not chat
- Publish response-time expectations for each channel



Execution Phase:

Clarity, Ownership, and Feedback



- Turn communication plans into repeatable routines



- Assign clear owners for sending, receiving, and acting on messages



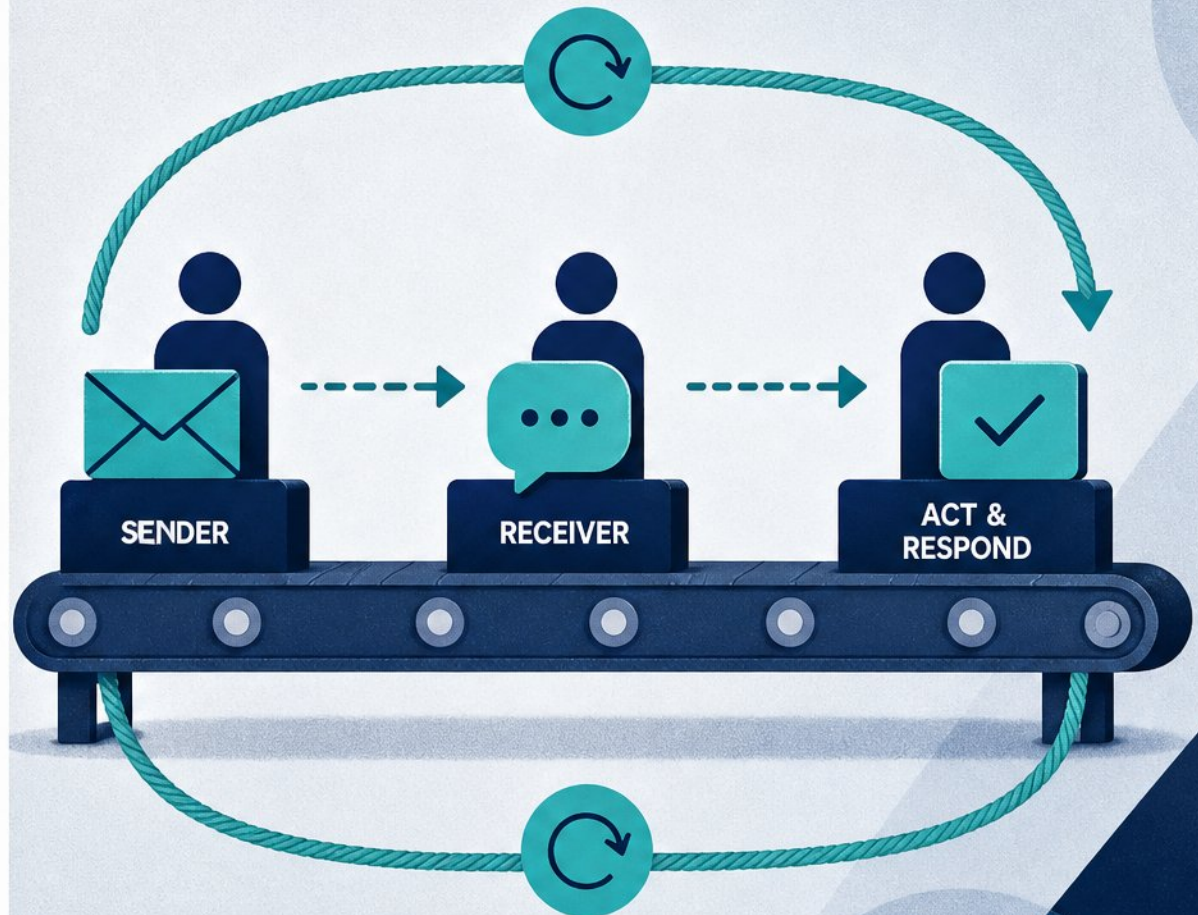
- Use structured formats: status, blockers, asks, and deadlines



- Document decisions in a decision log with context and rationale



- Build short feedback loops to catch misunderstandings early



Roles and Responsibilities in Team Communication



- Team leaders set standards, model clarity, and own escalation paths
- Project managers coordinate information flow across all stakeholders
- Team members provide timely updates and reliable handoffs
- Clear ownership removes ambiguity and prevents duplicated effort
- A named communication owner keeps the plan alive and adaptive

Facilitating Inclusive and Purposeful Discussions



- Send purpose, agenda, and pre-reads in advance



- Use round-robin sharing and structured formats for balanced input



- Manage dominant voices early; redirect respectfully



- Invite quieter participants with open questions or async input



- Close with decisions, owners, and clear next steps



Digital Tools and Remote Communication



- **Align tools to needs:** chat for quick questions, docs for decisions, video for complex explanations



- **Adopt async-first practices:** written records, shared context, and clear response-time norms



- **Counter tool fragmentation,** notification fatigue, and always-on expectations



- **Reserve synchronous time** for problem-solving, sensitive feedback, and team building



Asynchronous Communication as a Default

- - Protect deep work from instant-reply anxiety
- - Written-first updates, decisions, and discussions
- - Publish response-time SLAs by channel
- - 3–4 daily overlap hours for true sync needs
- - Meetings only when the doc fails



Communication Metrics and Continuous Improvement



- Track decision speed, surprise rate, and escalation timing



- Use retrospectives to refine communication habits



- Review plans at phase gates and team changes



- Adjust cadence to decision cycles, not calendar defaults





Building a Team Communication Action Plan

- ✓ Translate principles into a concrete action plan
- ✓ Identify quick wins versus longer-term improvements
- ✓ Assign owners, timelines, and review points
- ✓ Build review triggers into the plan at each phase gate
- ✓ Treat the plan as a living document, not a one-time deliverable



Key Takeaways and Next Steps



- Plan: map stakeholders, channels, cadence, and owners



- Execute: repeatable routines with clear accountability



- Teams with documented plans complete 80% of projects on time



- Leaders: start with quick wins, review monthly



- PMs: own the plan; team members: follow channels and give feedback



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