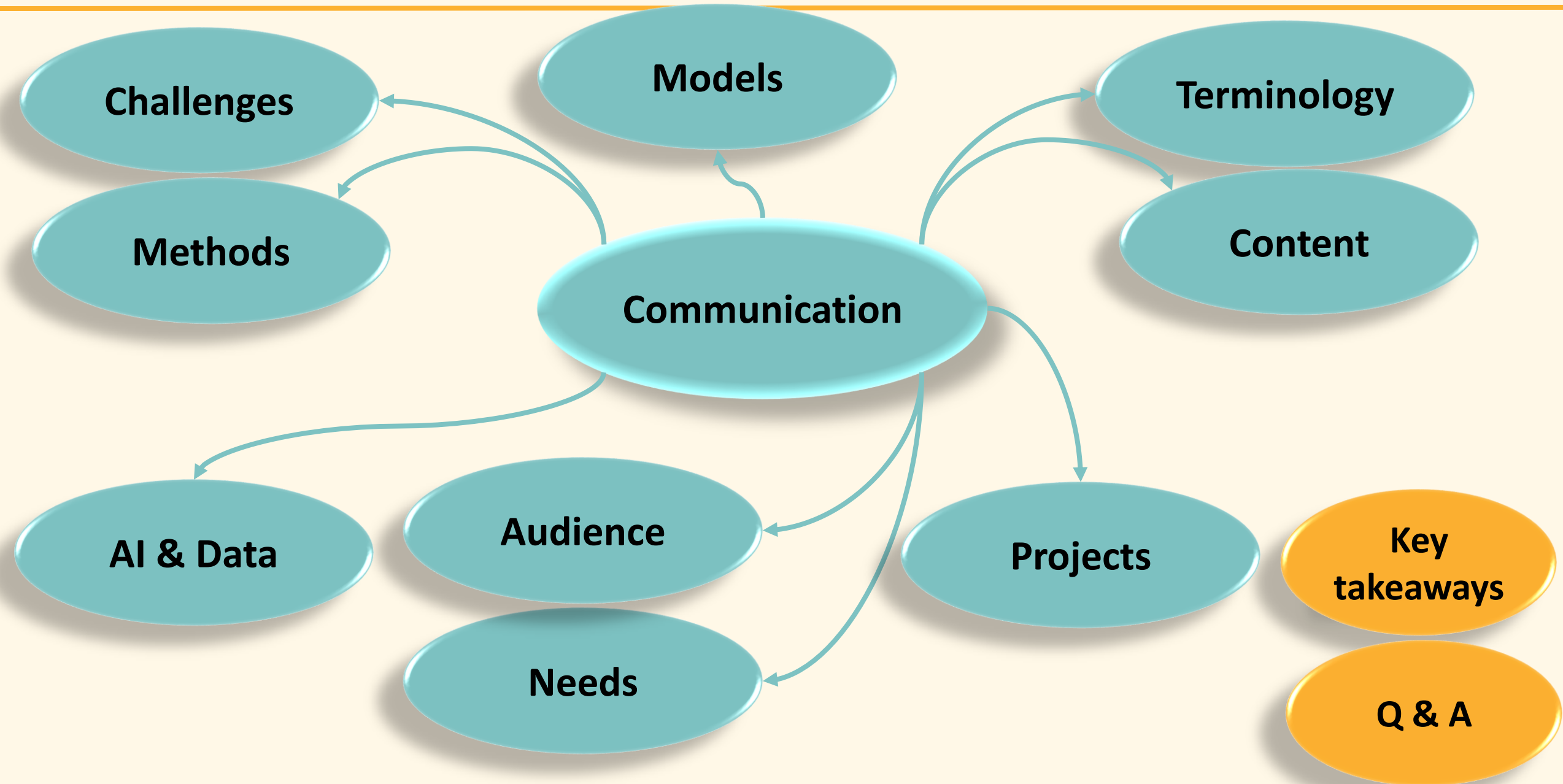


“Didn’t you read the email?”

- The **challenges** of creating effective communication
- How do we ensure **Rich Communication** on projects?
- The impact on project communication using **AI and Data**



Bina Champaneria



About me:

<https://www.linkedin.com/in/binachampaneria/>

Fashion, manufacturing, retail



Design, specifications, manufacturing, quality control, iterative development, customer collaboration.



CAD-CAM: Computer-aided design & Computer-aided manufacturing systems.



EPoS: Electronic Point of Sale systems.

Construction



Project Support based at customer's site.



Developed and delivered courses in project management and other business subjects. Managed several projects.



Universities:

lecturing and managing projects



UNIVERSITY OF
BRADFORD
MAKING KNOWLEDGE WORK

Team-based Learning project.



UNIVERSITY OF LEEDS

Data analysis project in partnership with the ATI.

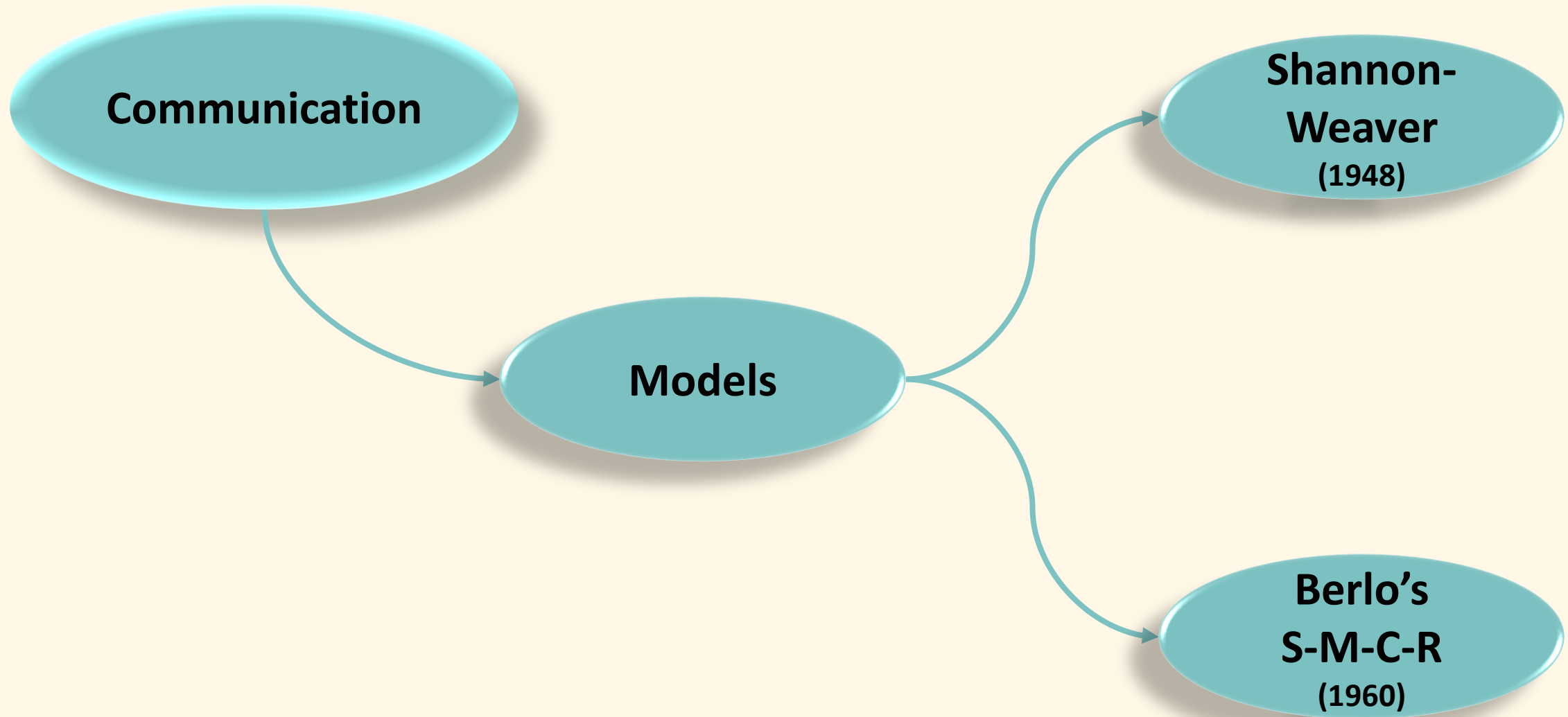
The
**Alan Turing
Institute**

Accredited Trainer

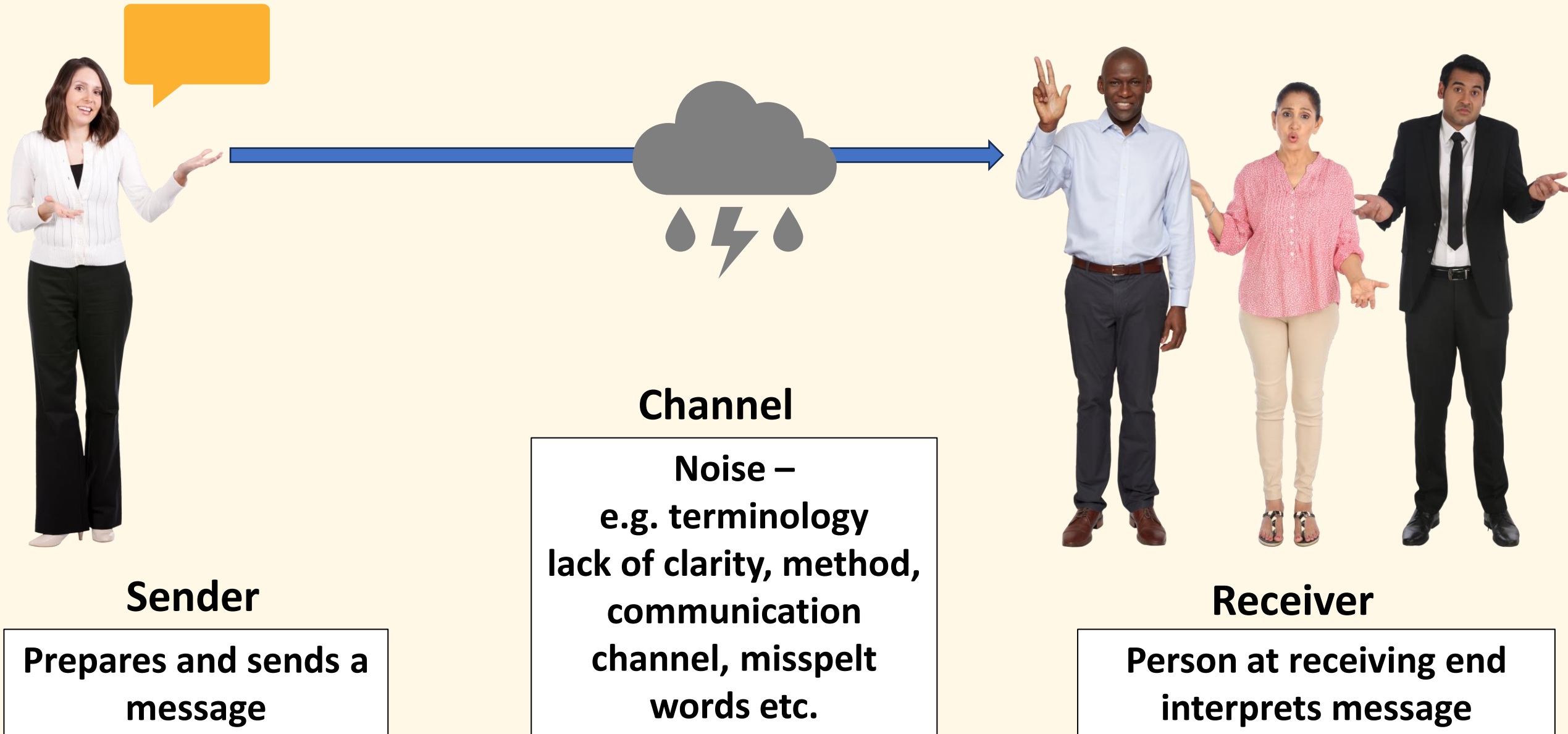


Certifications





Shannon-Weaver Communication model (simplified)



Berlo's S-M-C-R Communication model



Source

- communication skills
- attitude
- knowledge
- social system
- culture

Message

- content
- elements
- structure
- treatment
- code

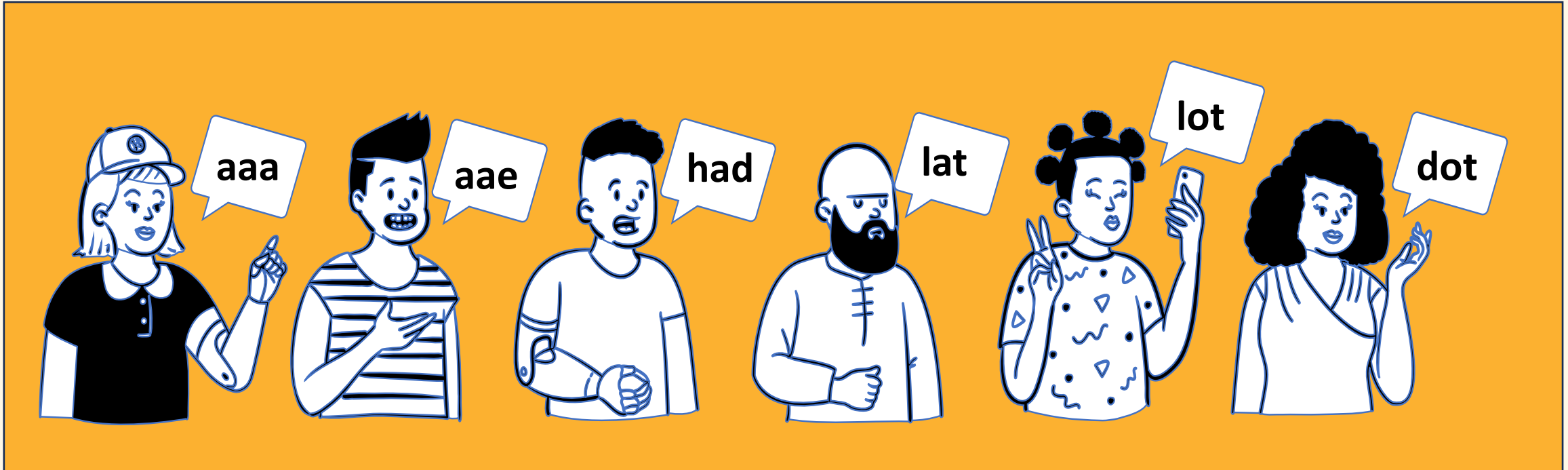
Channel

- seeing
- hearing
- touching
- smelling
- tasting

Receiver

- communication skills
- attitude
- knowledge
- social system
- culture

“Chinese Whispers”



Britannica Dictionary definition of CHINESE WHISPERS:

A situation in which a piece of information is passed from one person to the next and is changed slightly each time it is told.

In 1914, some military orders had to be sent via a series of radio relays. Each radio operator would listen to a command and then repeat it to the next operator in a series. The original message over the radio was:

**“Send reinforcements.
We are going to advance.”**

**“Send reinforcements.
We are going to advance.”**




**“Send reinforcements.
We are going to advance.”**



**“Send three and fourpence.
We are going to a dance.”**

I spent a lot of time delivering training on CAD/CAM systems in Romania  Poland  and Hungary 

All my training delivery, the questions and answers were translated from/to English  in the native language by someone from the customer's organisation.

– **What were the challenges?**

At one point I said “**close the window**”

The person translating was quite confused and looked at the windows in the room. She wondered why I asked for the “window” to be closed.



One system had all the menu functions in **German**



I delivered the training in **English**



My delivery was translated into **Hungarian**



– **What were the challenges?**

Idiom:

“An idiom is a type of phrase or expression that has a meaning that can’t be deciphered by defining the individual words.” <https://www.grammarly.com/blog/idiom/>

**Raining cats
and dogs?**



**Use your
loaf?**



**Get your ducks
in a row?**



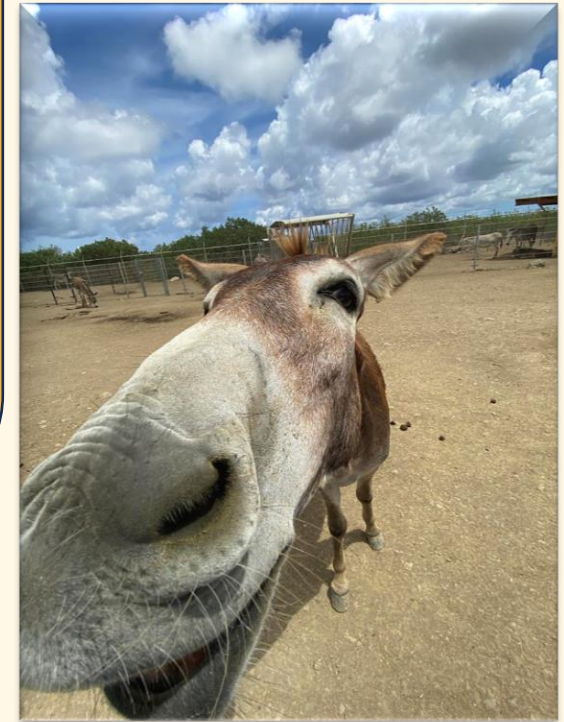
**Helaas
Pindakass!**

**= “That’s too
bad”**



**My mum’s favourite
idiom – if you did
anything ‘silly’
she said that:**

**= “it was enough to
make a donkey sick!”**



Terminology





“Four candles”

or

“Fork ‘andles –
Andles for forks”

The Two Ronnies (1976)



Old Methods

TELEX



FAX



Car phone



<https://www.pinterest.com/pin/608689705863656747/>

Memos in pigeonholes



[This Photo](#) by Unknown Author is licensed under [CC BY-NC-ND](#)

Land line phone



Poll question:

Which is your preferred format for receiving information?

You may choose more than one option.

1. Written / Text
2. Picture
3. Phone call
4. Video
5. Experience – active involvement

Methods

VARK

Learning styles
Flemming and
Mills (1992)

<https://vark-learn.com/>

Visual

Auditory

Reading/
Writing

Kinaesthetic

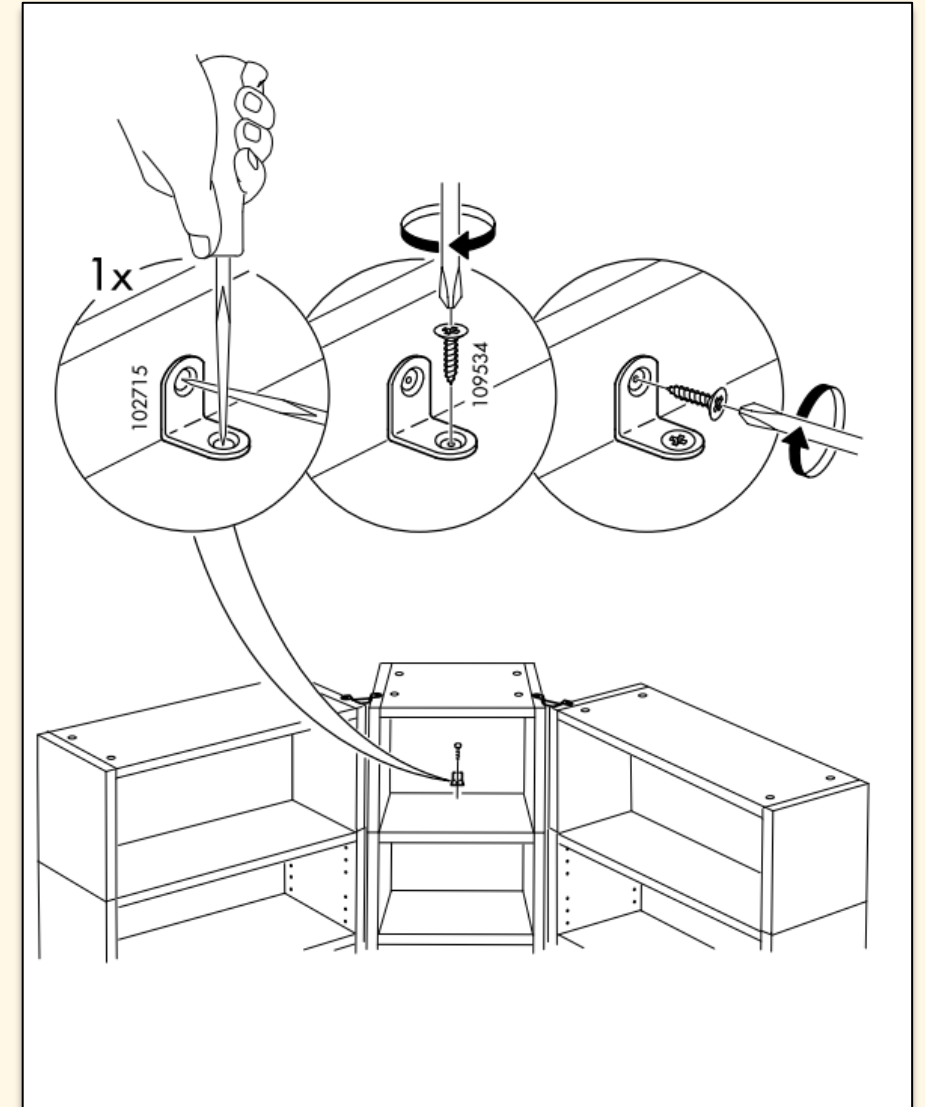
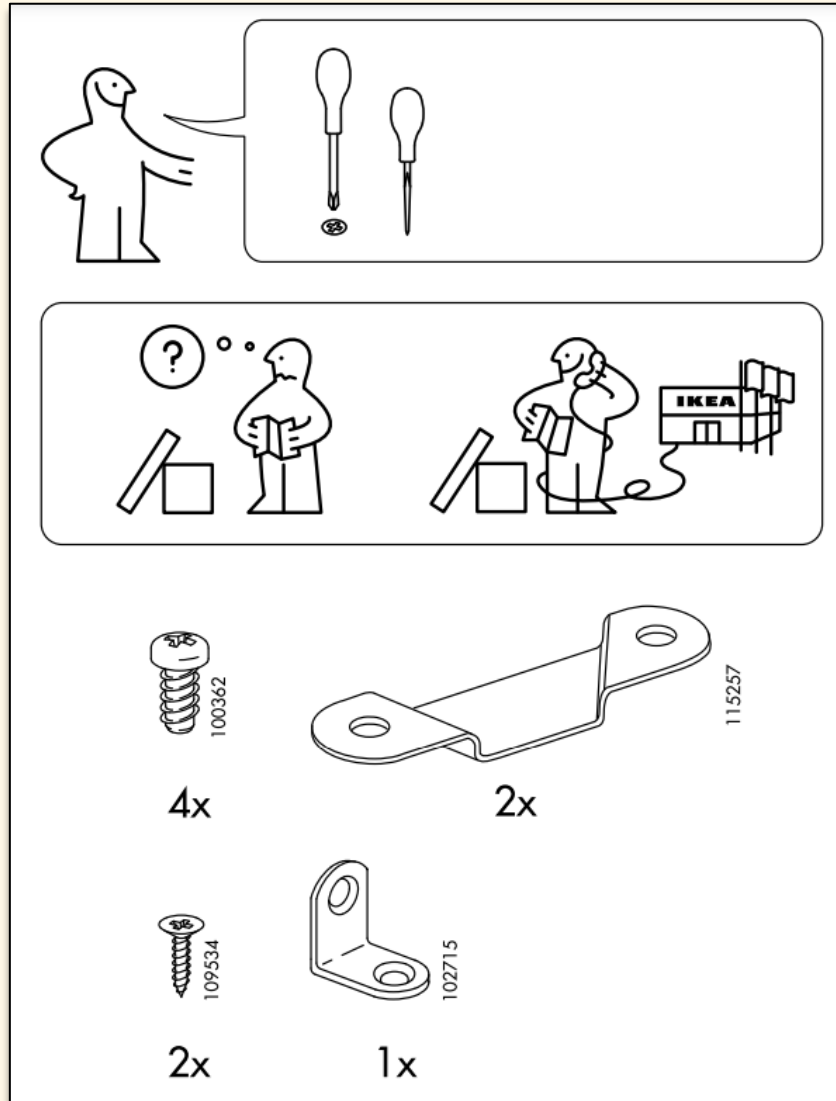
**Use multiple
approaches**

“A picture is worth a thousand words.”

Fred R. Barnard (1921)

- A visual uses **less brain processing power** (Amplify Agile with neuroscience webinar, Melanie Franklin & Tibusay Vera)
- Visualisation **reveals patterns**, trends and relationships that might not be recognized with just text
- Visuals can aid **learning and memory retention**

Visual



Methods

Visual

1



2



?

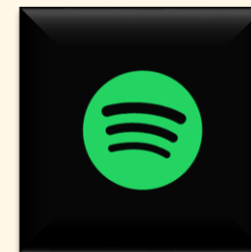


Visual

Auditory



Auditory



Reading/ Writing



Kinaesthetic



<https://www.pmcvr.com/>

Audience

Needs

Dyslexia

VARK

Visual:

Flow charts,
graphics

Media:

Cream / soft
coloured
background

Text:

1.5 line spacing,
sans serif fonts

Font:

Plain, evenly spaced,
dark on light
background, size 12-14

Content:

Short sentences

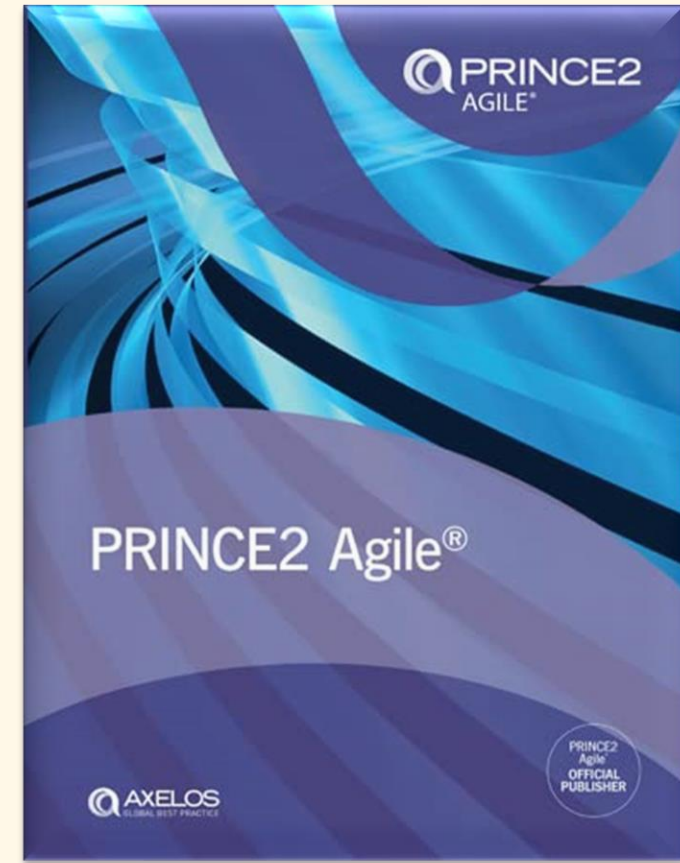
Audience



Projects

Rich Communication

“... information and knowledge can pass between project stakeholders in the most effective way. Effective communication is fundamental to the agile way of working but it will not just happen; it needs to be made to happen.” (Axelos Ltd, 2021, p,234)



Projects

Rich Communication

“Communication is everywhere on a project. It could be said to be the oxygen that a project needs to **survive.**”

(Axelos Ltd, 2021, p,234)

**Appropriate
channel**

Right blend

Behaviour

Face-to-face

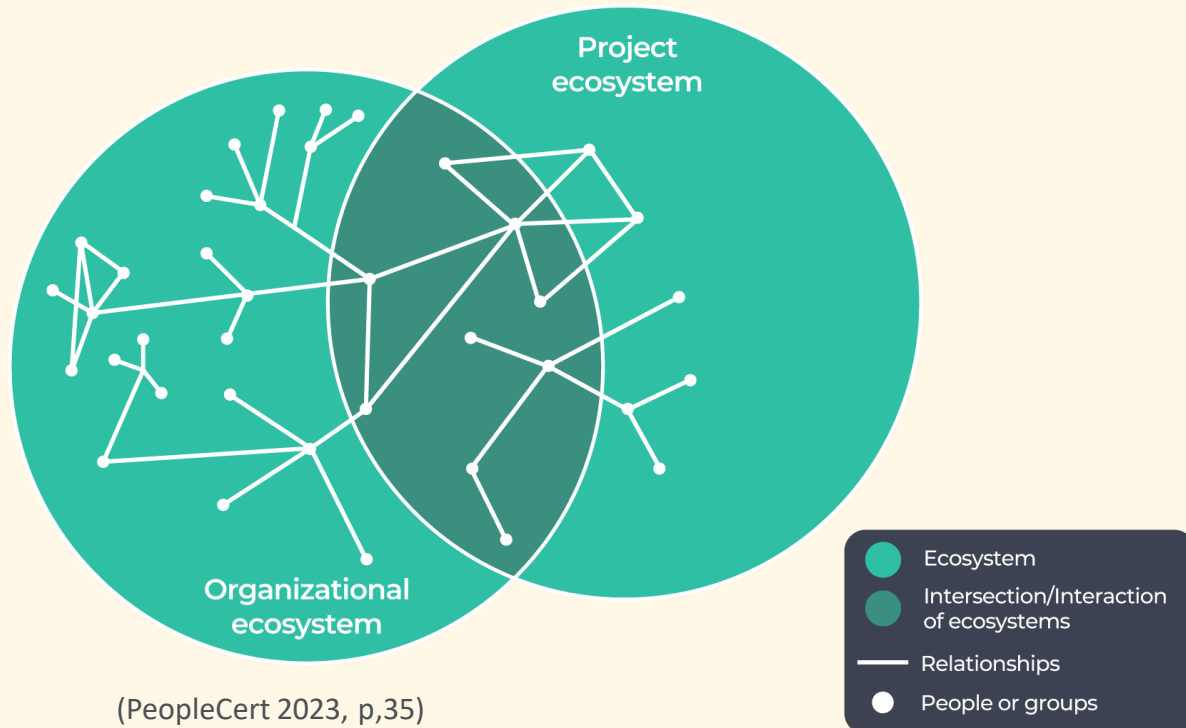
Workshops

**Communication
Management
Approach**

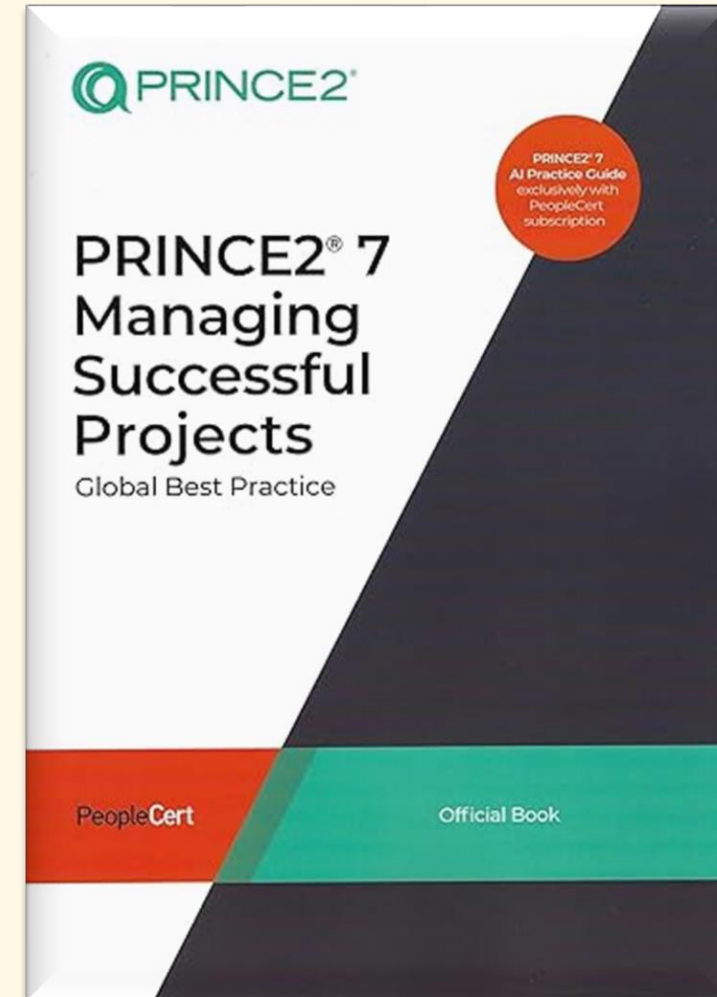


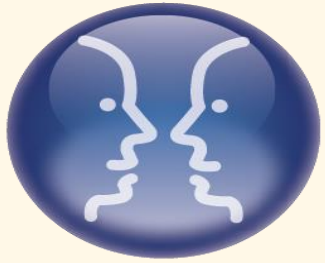
“A communication management approach is equally about **listening** as it is about broadcasting.”

(PeopleCert 2023, p,41)



(PeopleCert 2023, p,35)



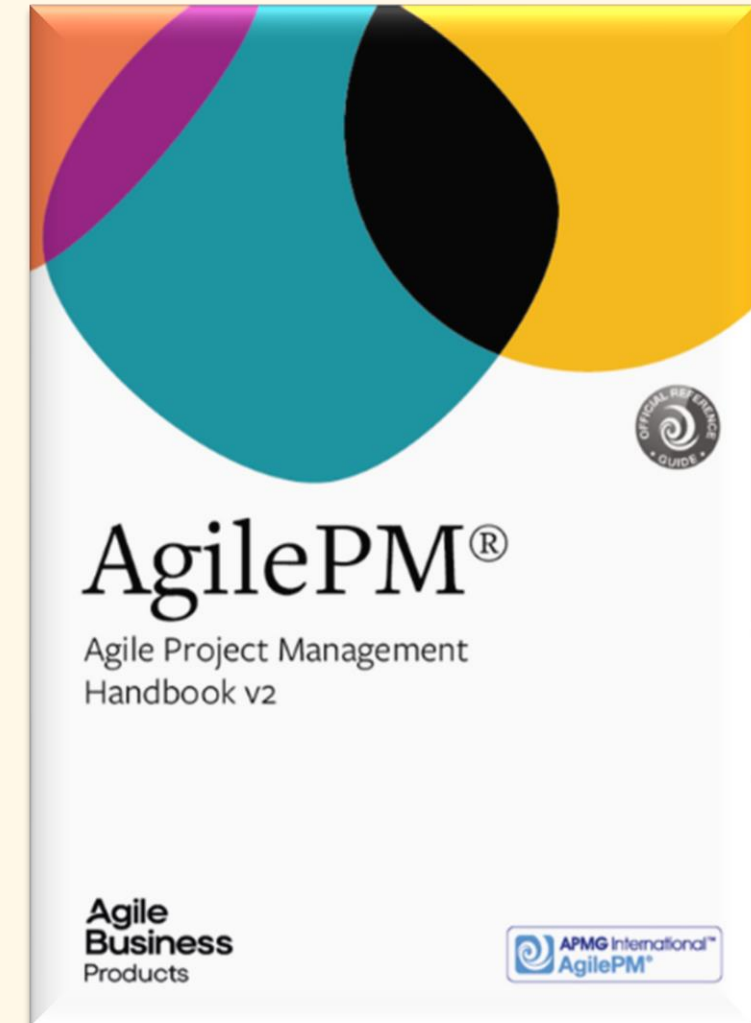


Principle 7:

Communicate Continuously and Clearly

Agile Manifesto:

“We value individuals and interactions over processes and tools.”



Projects

Daily Stand-ups – team communication

What I have I
done since the
last daily
stand-up



What I will do
until the next
daily stand-up

What problems
I am
experiencing



Method**Reading/
Writing**

At the end of day 1, we seemed to be doing really well and were ahead of schedule. Everyone was happy.

Unfortunately, during day 2 we hit a problem that slowed us down. We started to fall behind and the team became unmotivated.

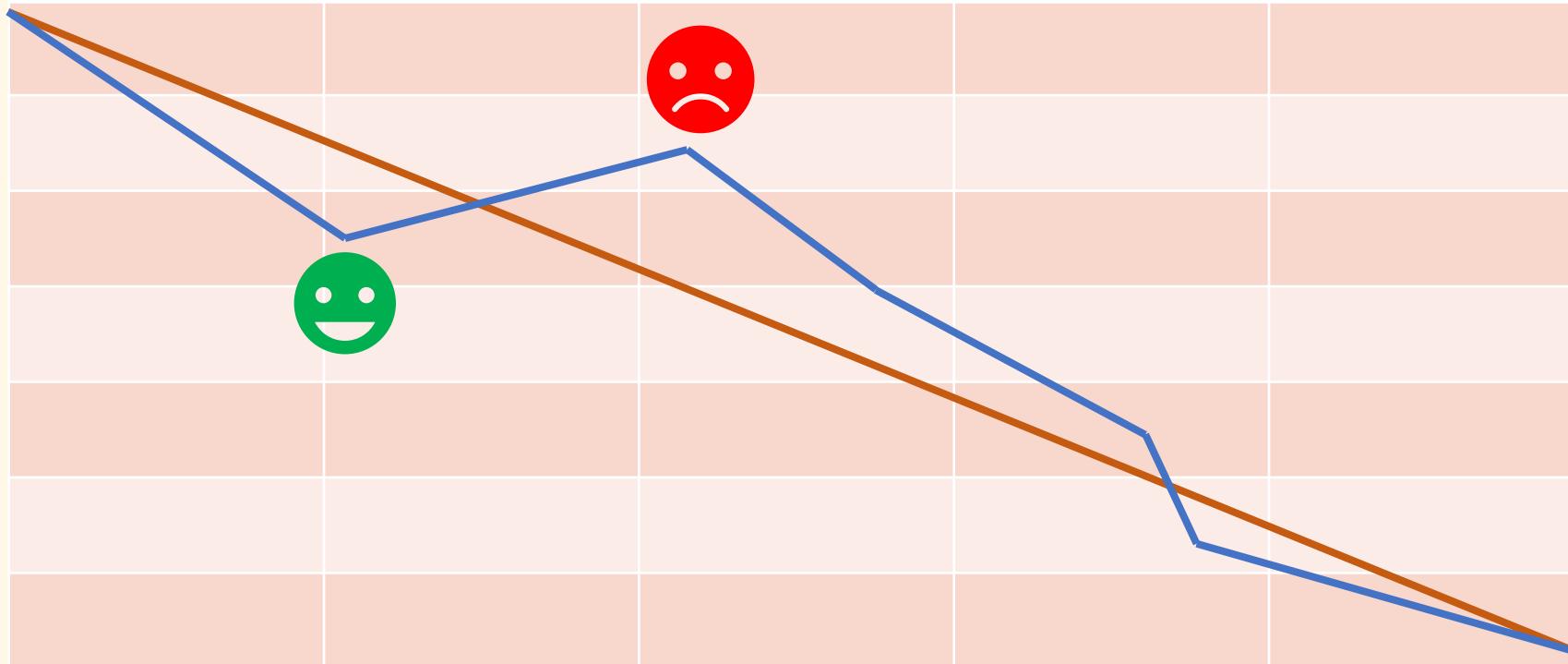
We had to work hard to bring things back into alignment. It took a few days, and by day 4 we were doing well and ahead of schedule again.

Method

Visual

Burn down chart (amount of work completed)

Effort



Planned

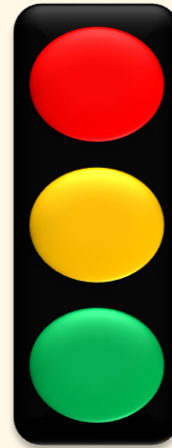
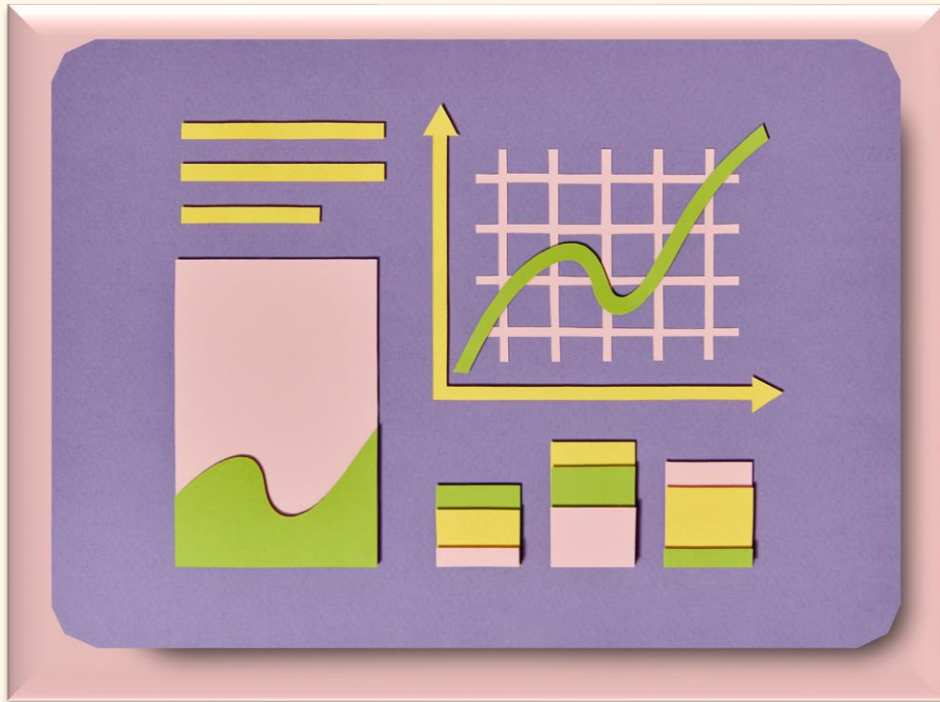
Actual

Time

Method

Visual

Information Radiator / Big Visible Chart



Method

Visual

Kanban Board

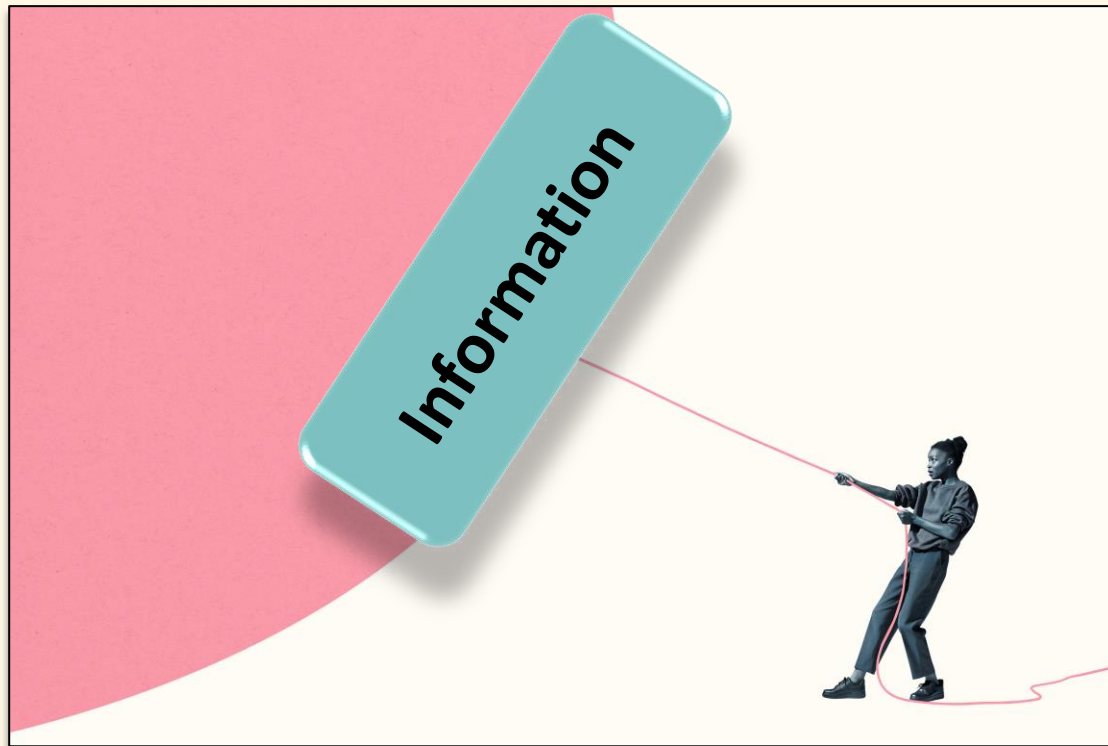
Ready	In progress (3)	Test (2)	Deployed
1			6
2	3	5	
4			
	7		
	8		9

Poll question 2:

On your projects, which of the following do you do?
You may choose more than one option.

1. Have weekly/monthly progress meetings
2. Send regular progress reports to management
3. Enable management to access project progress information when they want

Method



Pull



Push

Content

Audience

Timing

Purpose

Simple

Relevant

**Action
required**

**Amount of
information**

Format



The future is already here.....

AI & Data



```
graph LR; A[AI & Data] --- B[Artificial intelligence]; A --- C[Algorithms]; A --- D[NLP Natural Language Processing]; A --- E[Generative AI]; A --- F[Tools]; A --- G[LLM Large Language Models]; A --- H[Data]; A --- I[Machine Learning]
```

**Artificial
intelligence**

Algorithms

**NLP Natural
Language
Processing**

**Generative
AI**

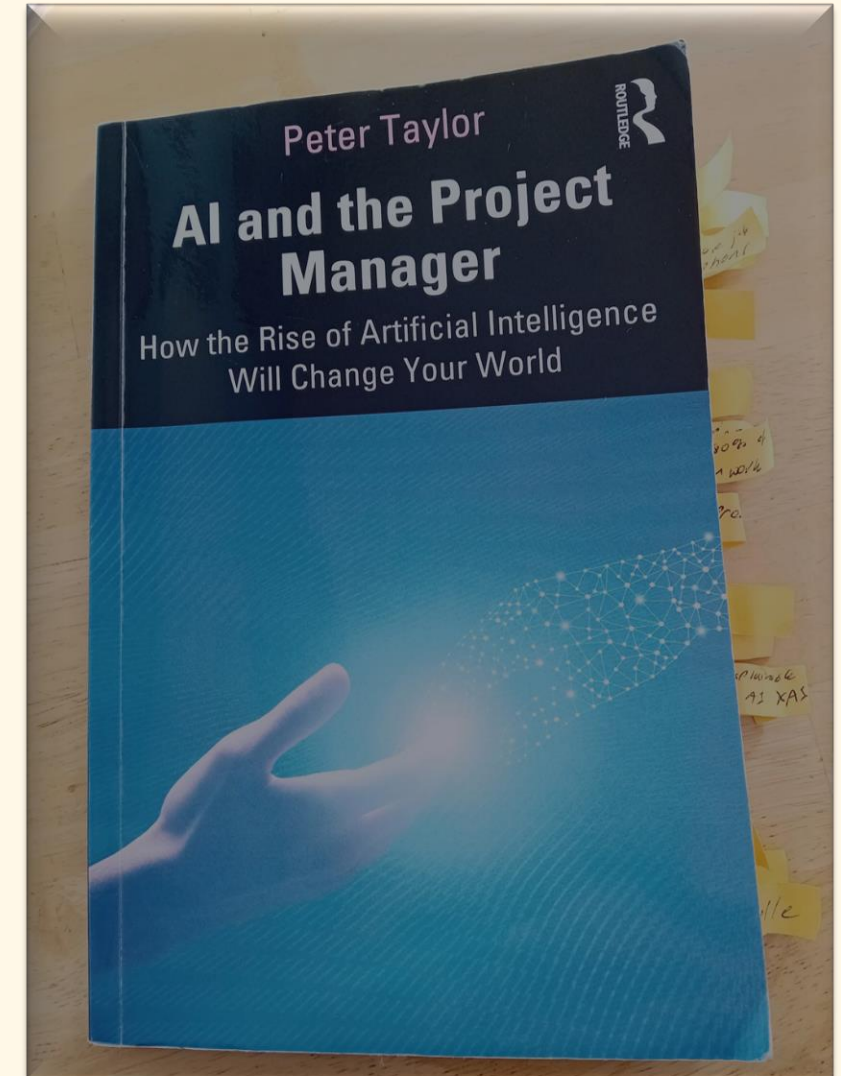
Tools

**LLM Large
Language
Models**

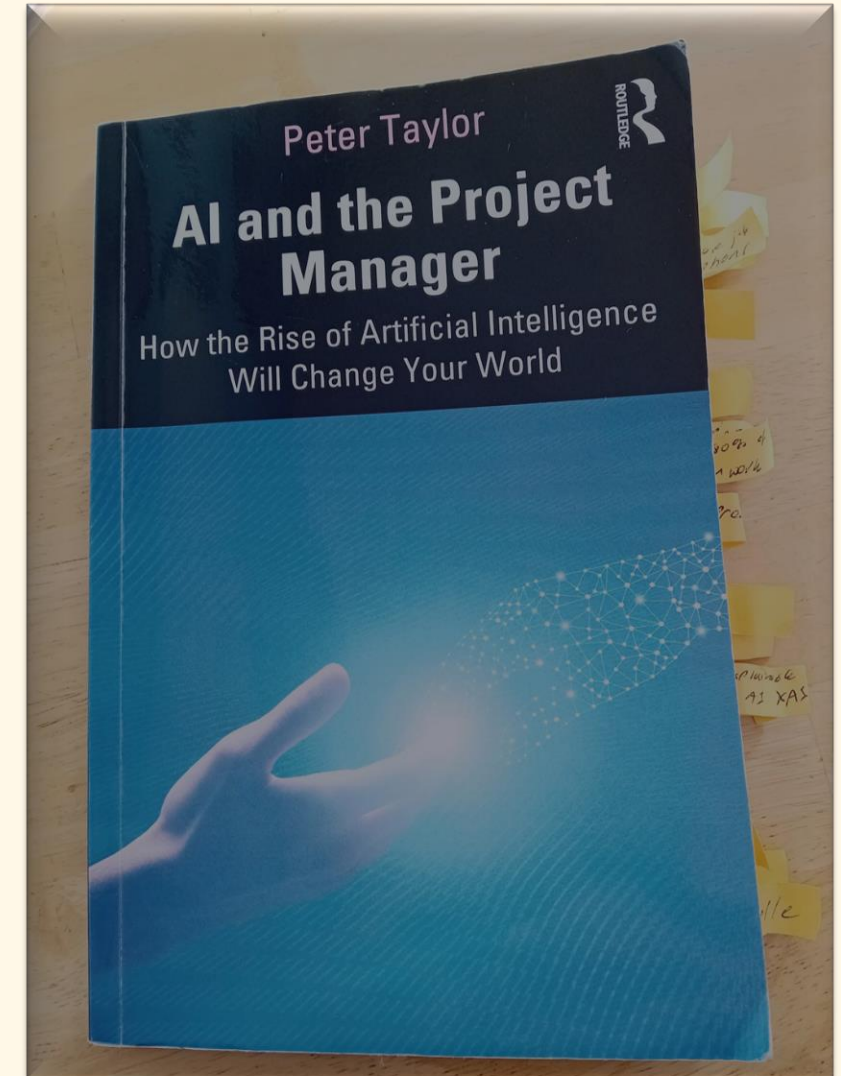
Data

**Machine
Learning**

- “In my view, AI will, without any doubt, **disrupt project management**; sooner than we expect.” (Taylor., 2022, p.xvi)
- “Instead of project managers spending a good portion of their time compiling and presenting **reports**, they are **fully automated** and delivered to the right people and the right time.” (Taylor., 2022, p.44)



- “...the **right** data, **clean** data, **accurate** data – AI can uncover things you were never previously aware of....” (Taylor., 2022, p.45)
- “Being data literate and knowing the art of **storytelling** will...become key skills for project leaders...” (Taylor., 2022, p.39)

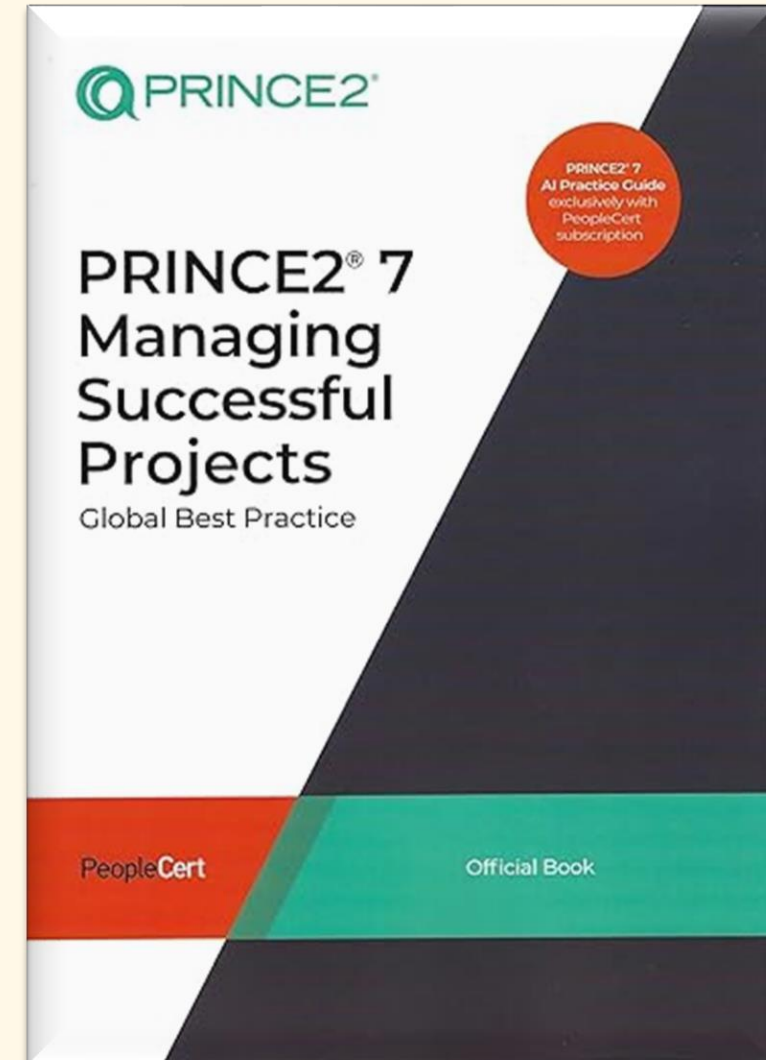


“AI Synergy: How Artificial Intelligence Enhances Project Communication.”

- “AI-driven tools can significantly **enhance decision-making processes** and foster a more **profound understanding among team members.**”
- “AI emerges as a game-changer by automating repetitive tasks, such as data entry, **report generation**, and routine **communications.**”

Data

- Digital and data management approach:
 - “...how digital technology will be used...”
 - “...how data information will be created...”
(PeopleCert 2023, p, 209)



**Key
takeaways**

Rich Communication

Know your audience

**Purpose of the
communication**

Use the appropriate method

Organisational culture

**AI and data – learn how you
can use it on your projects**



Project Management courses

- PRINCE2®
- APM
- AgilePM®
- PRINCE2 Agile®
- P3O
- Beginners' course
- Business Cases
- PMI Project Management
- Business Cases

Business Analysis courses

- BCS Business Analysis
- AgileBA®
- PMI Business Analysis
- Business Learning Library (BLL)™

Agile courses

- AgilePM®
- PRINCE2 Agile®
- Scrum
- AgileBA®
- PMI Agile
- Lean Six Sigma
- Kanban

Change management courses

- APMG Change Management

Programme management courses

- MSP®

- 200+ short courses
- We have monthly and annual subscriptions!

Course topics

- Leadership
- Project and Change Management
- Soft Skills
- Health and Wellbeing
- Personal Development
- Business Administration
- Human Resources

For more information, visit our website

<https://www.knowledgetrain.co.uk/business-learning-library>

For a demo, visit <https://kt.gaincert.com/business-learning-library/>

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