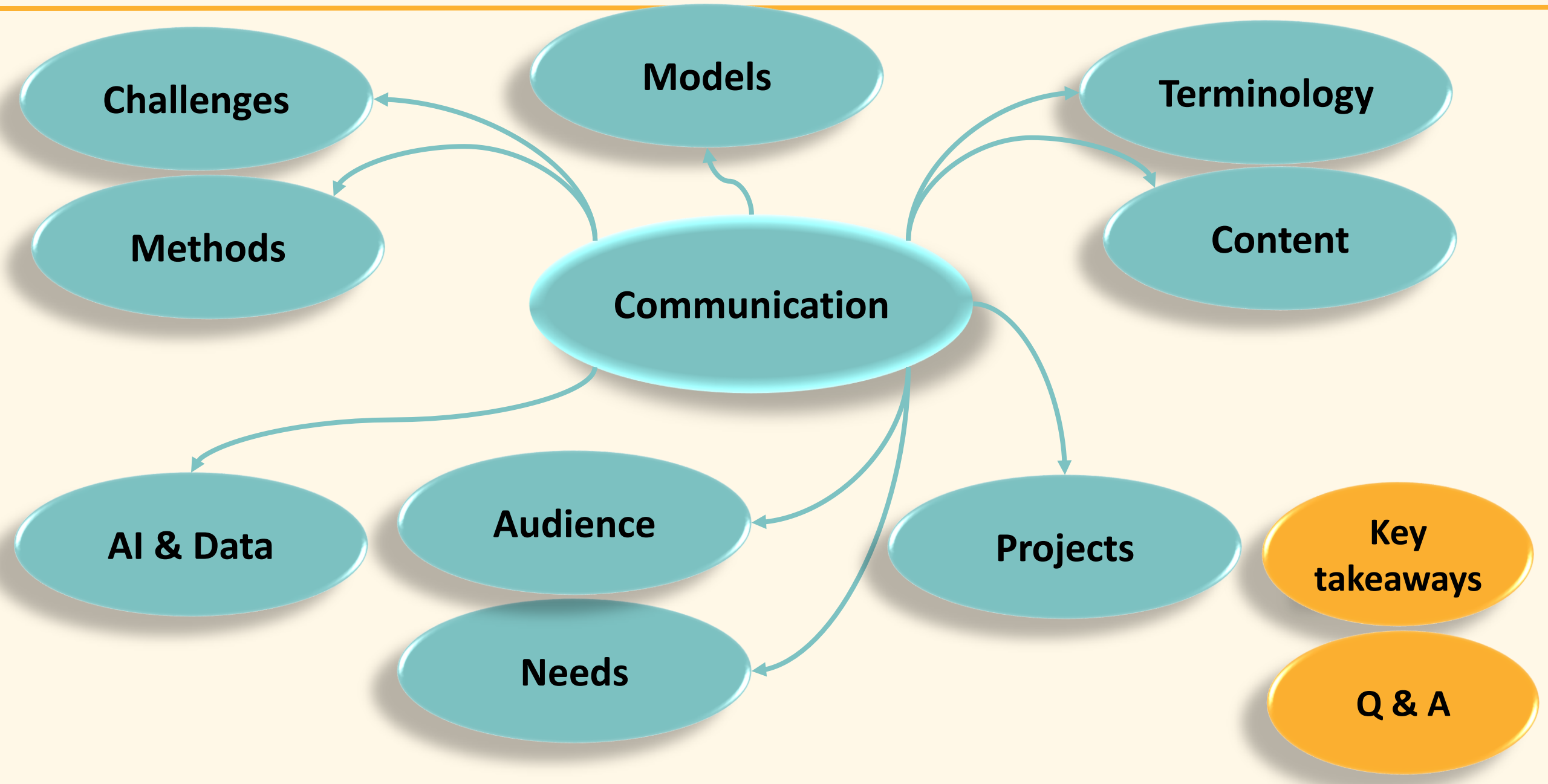


## ***“Didn’t you read the email?”***

- 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



Team-based Learning project.



Data analysis project in partnership with the ATI.

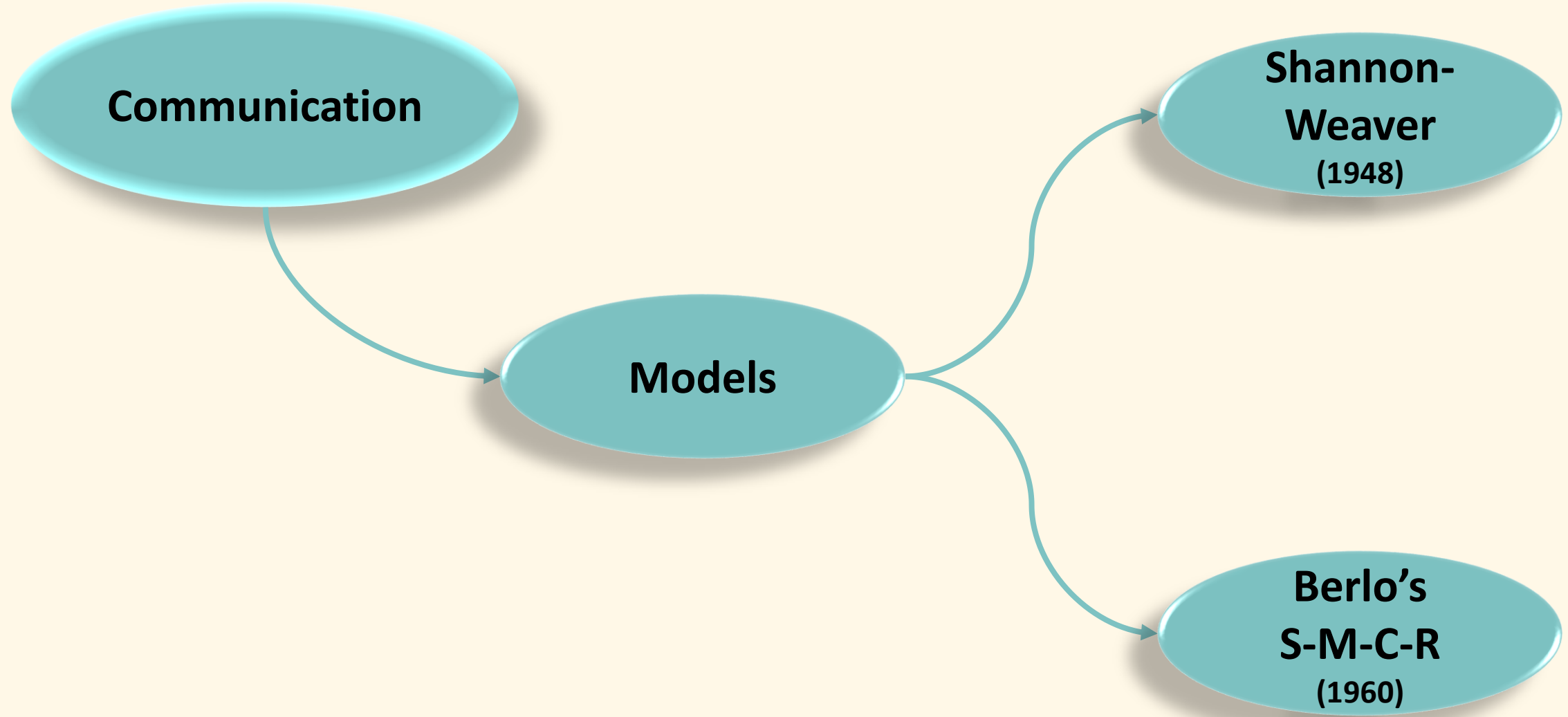


## Accredited Trainer

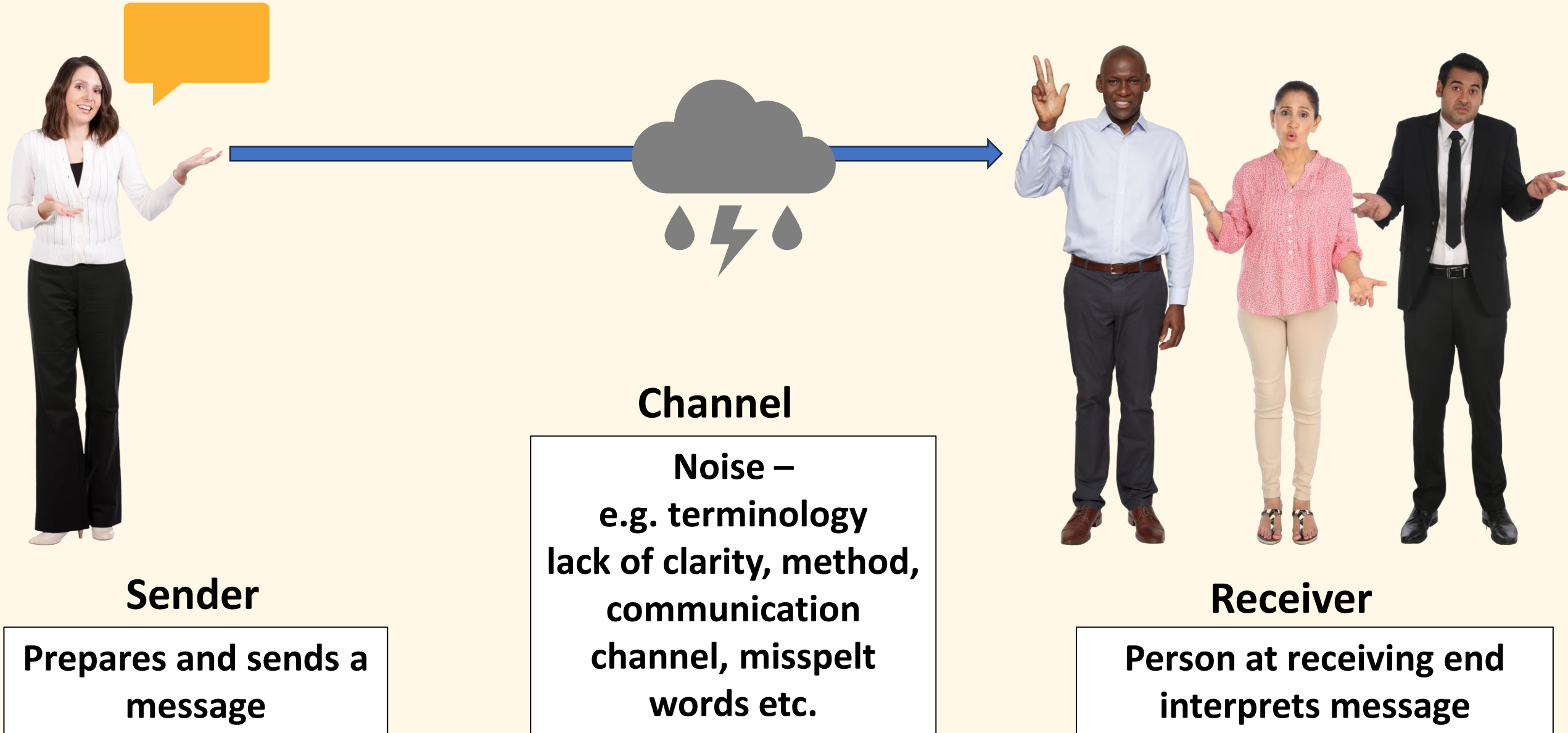


## Certifications





# Shannon-Weaver Communication model (simplified)



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



## Source

## Message

## Channel

## Receiver

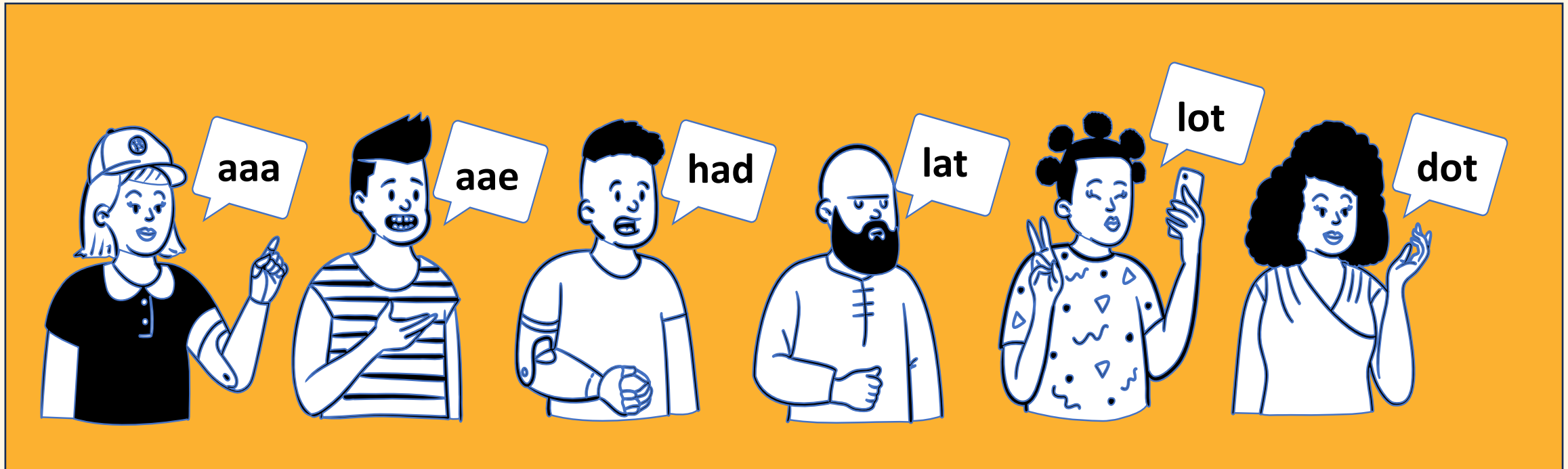
communication skills  
attitude  
knowledge  
social system  
culture

content  
elements  
structure  
treatment  
code

seeing  
hearing  
touching  
smelling  
tasting

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?**



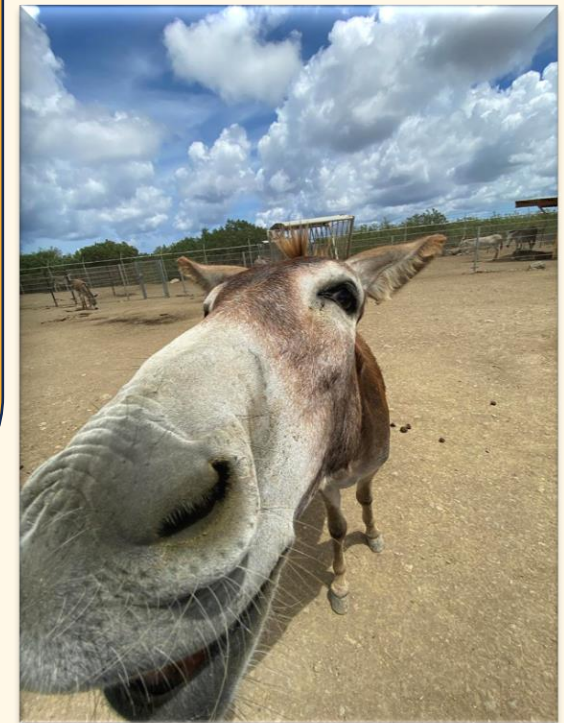
**Helaas  
Pindakass!**

**= “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



Land line phone



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

## **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/>

**V**isual

**A**uditory

**R**eading/  
**W**riting

**K**inaesthetic

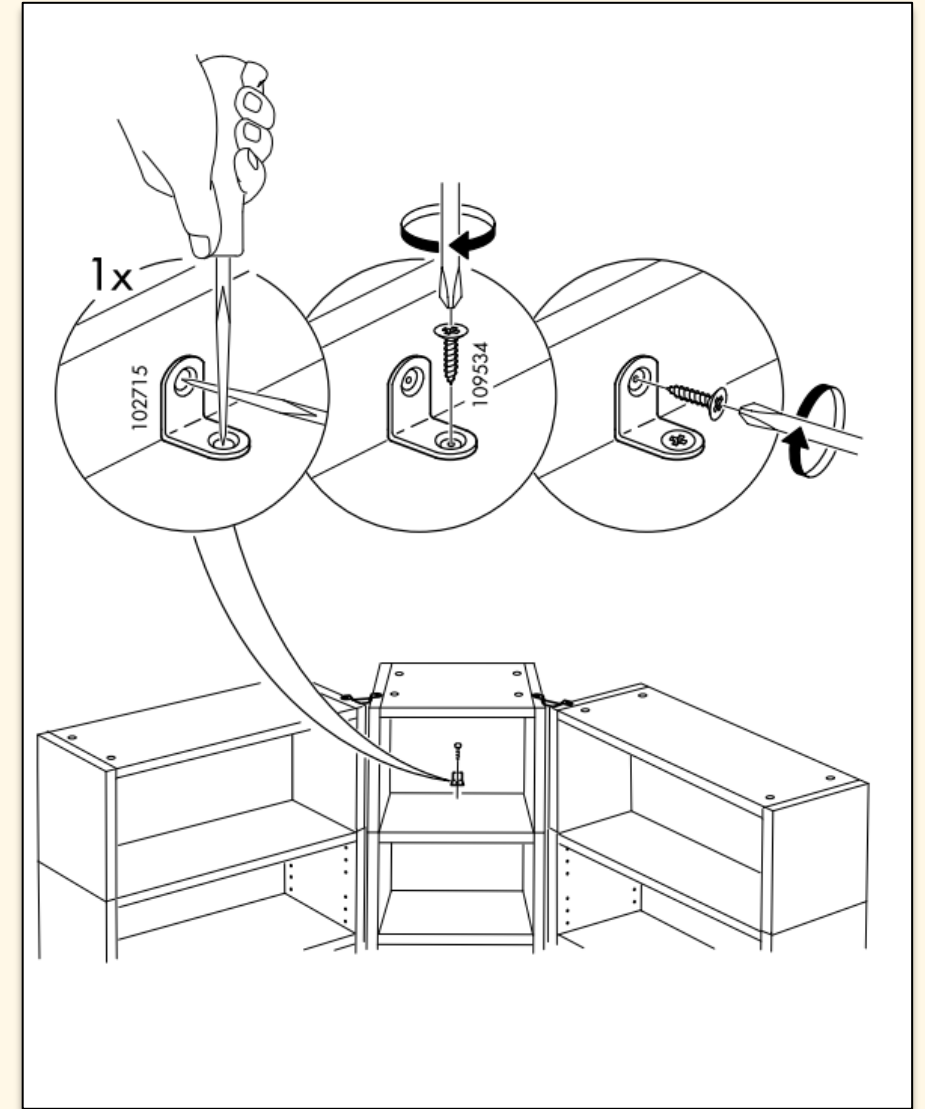
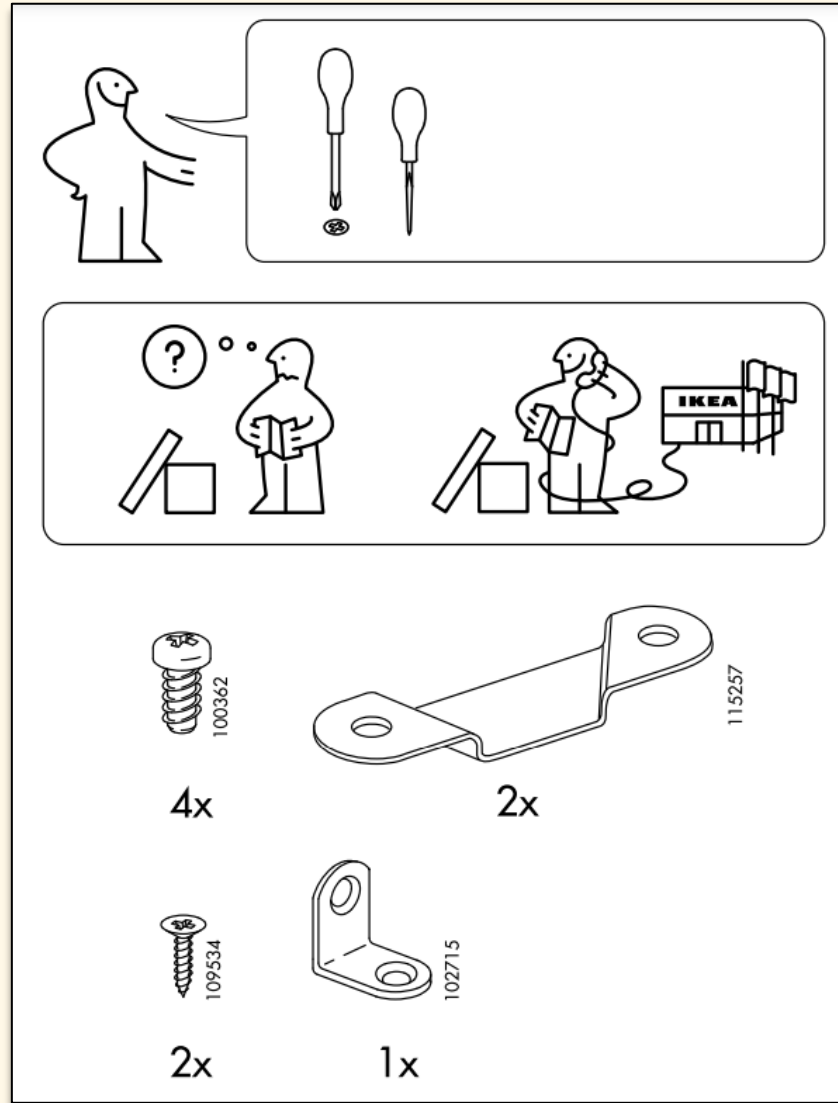
**Use multiple  
approaches**

# “A picture is worth a thousand words.”

Fred R. Barnard (1921)

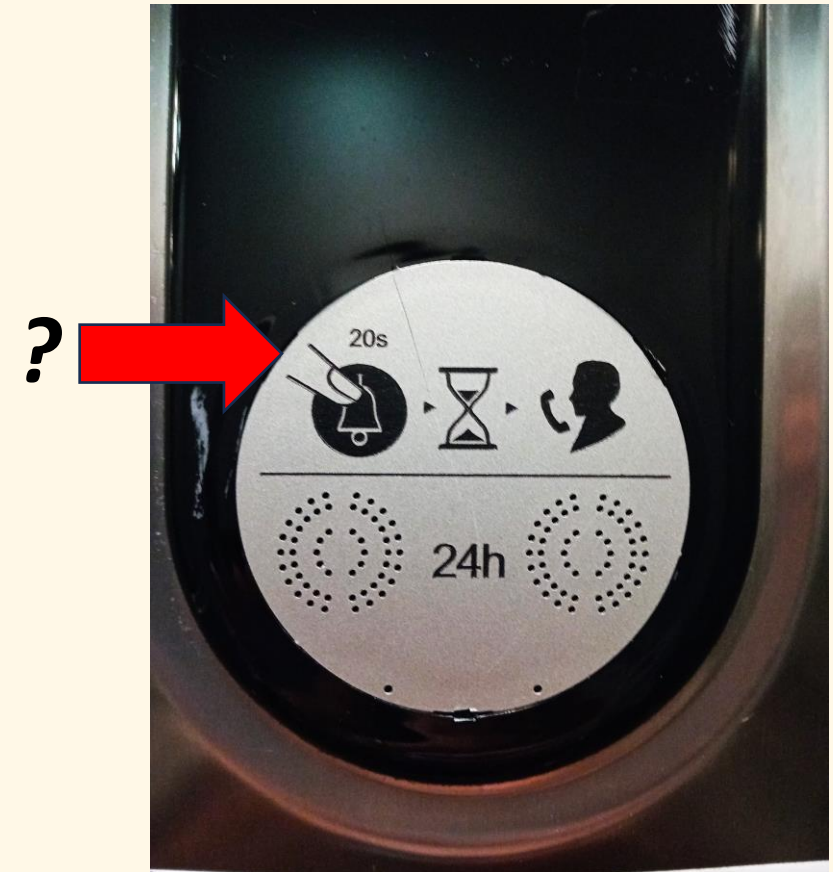
- A visual uses **less brain processing power** (Amplify Agile with neuroscience webinar, Melanie Franklin & Tibusay Vera)
- Visualisation **reveals patterns**, trends and relationships that might not be recognized with just text
- Visuals can aid **learning and memory retention**

# Visual



# Methods

# Visual



1

2

?

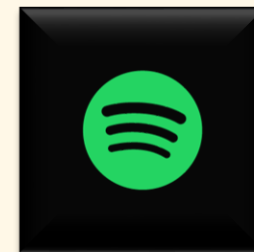
Visual

Auditory

The image shows a YouTube video player interface. At the top left is the YouTube logo with 'GB' next to it. The video title is 'how to assemble an ikea wardrobe'. The main content area is split into two parts: on the left, the IKEA logo is displayed above the text 'BRIMNES' and '404.079.22'; on the right, a 3D rendering of a white wardrobe with three doors and a central glass door is shown against a blue background. At the bottom, there is a playback control bar with a play button, a 'Play (k)' button, a progress bar, and a timestamp of '0:01 / 9:25'. To the right of the progress bar are icons for volume, closed captions (CC), settings, and full screen.



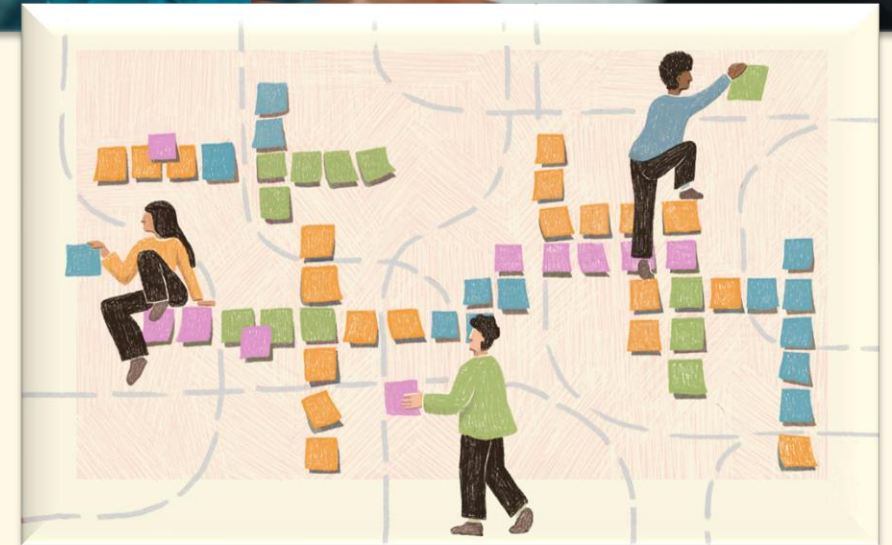
# Auditory



# 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

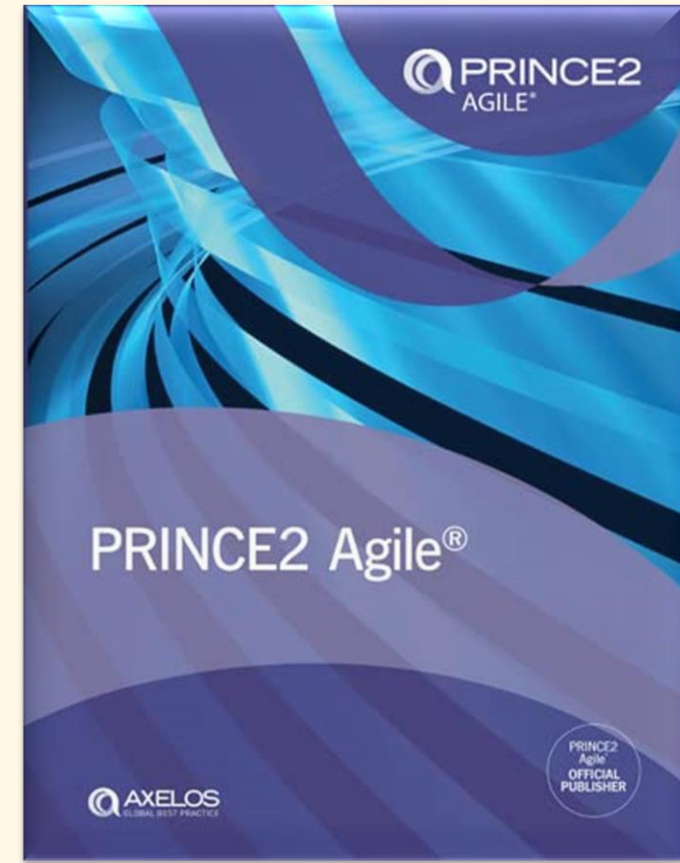
# Audience



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**

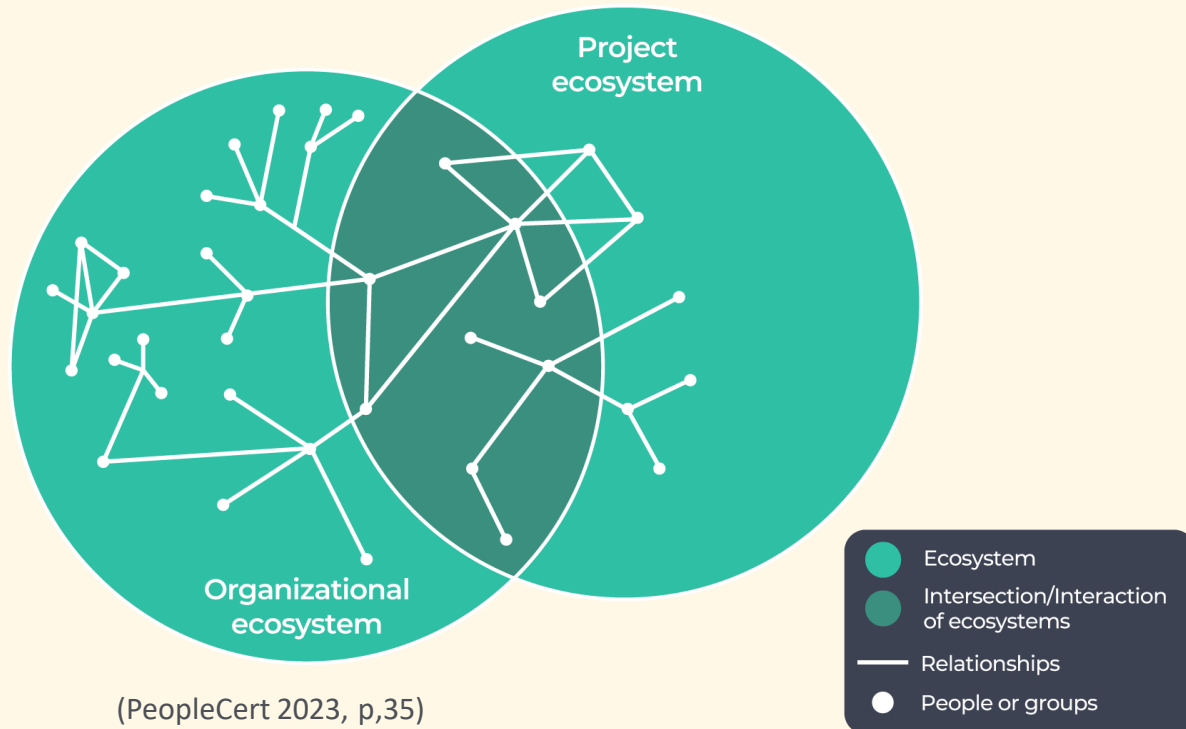


# Projects

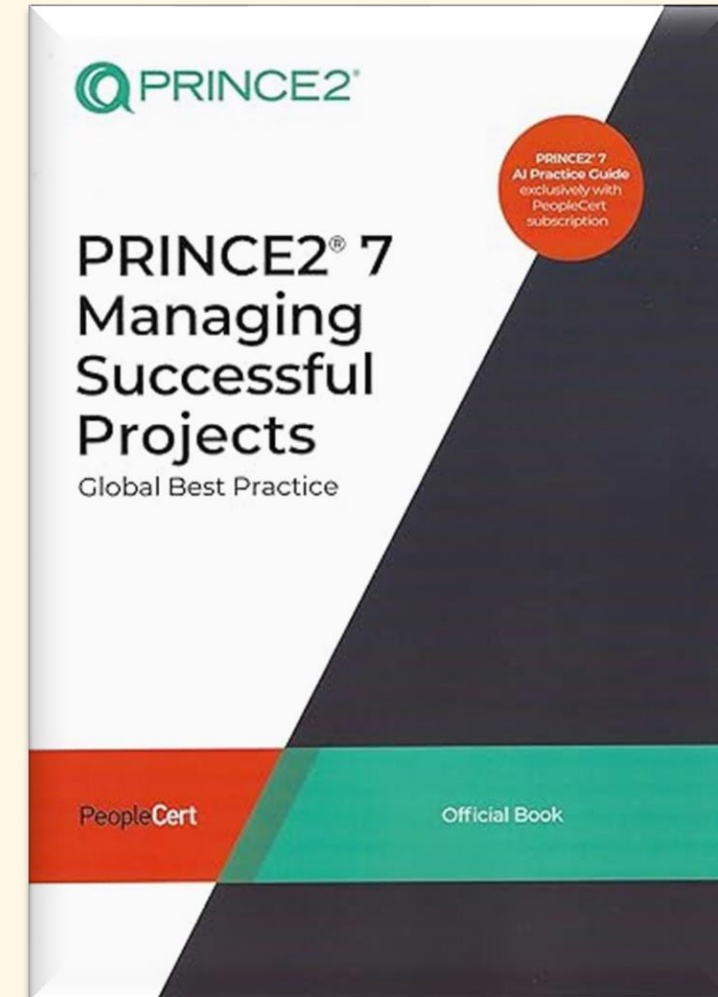
# Communication

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

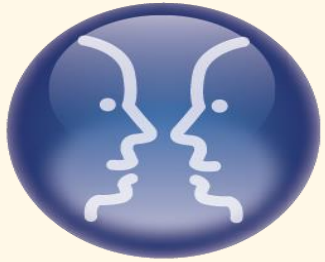
(PeopleCert 2023, p,41)



(PeopleCert 2023, p,35)





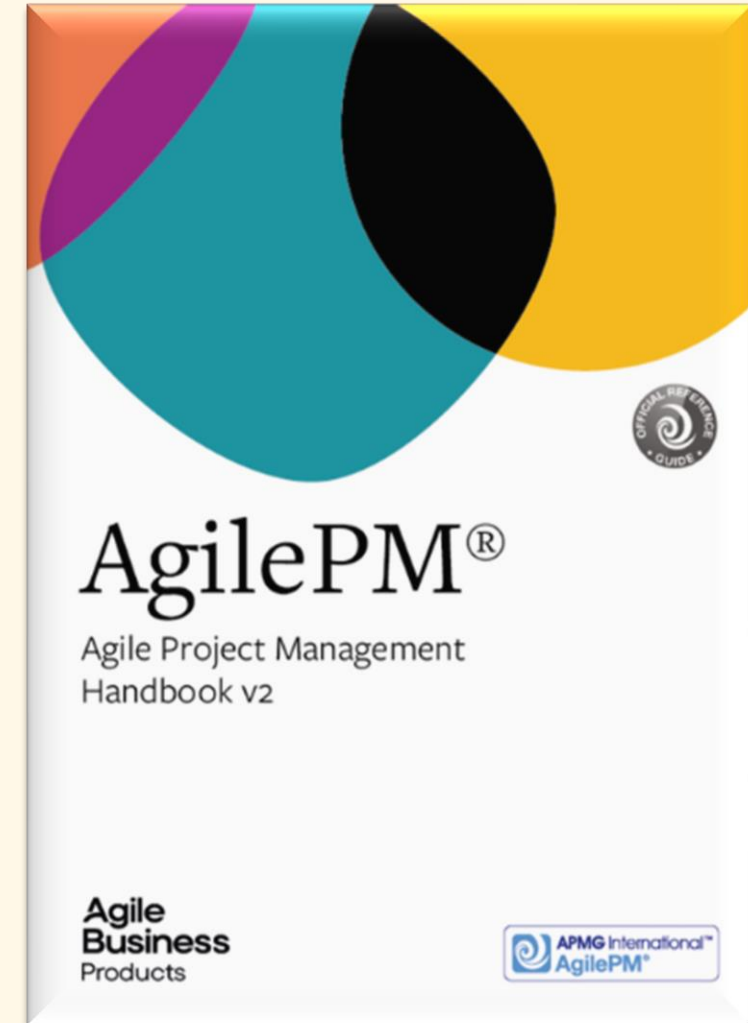


## Principle 7:

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.

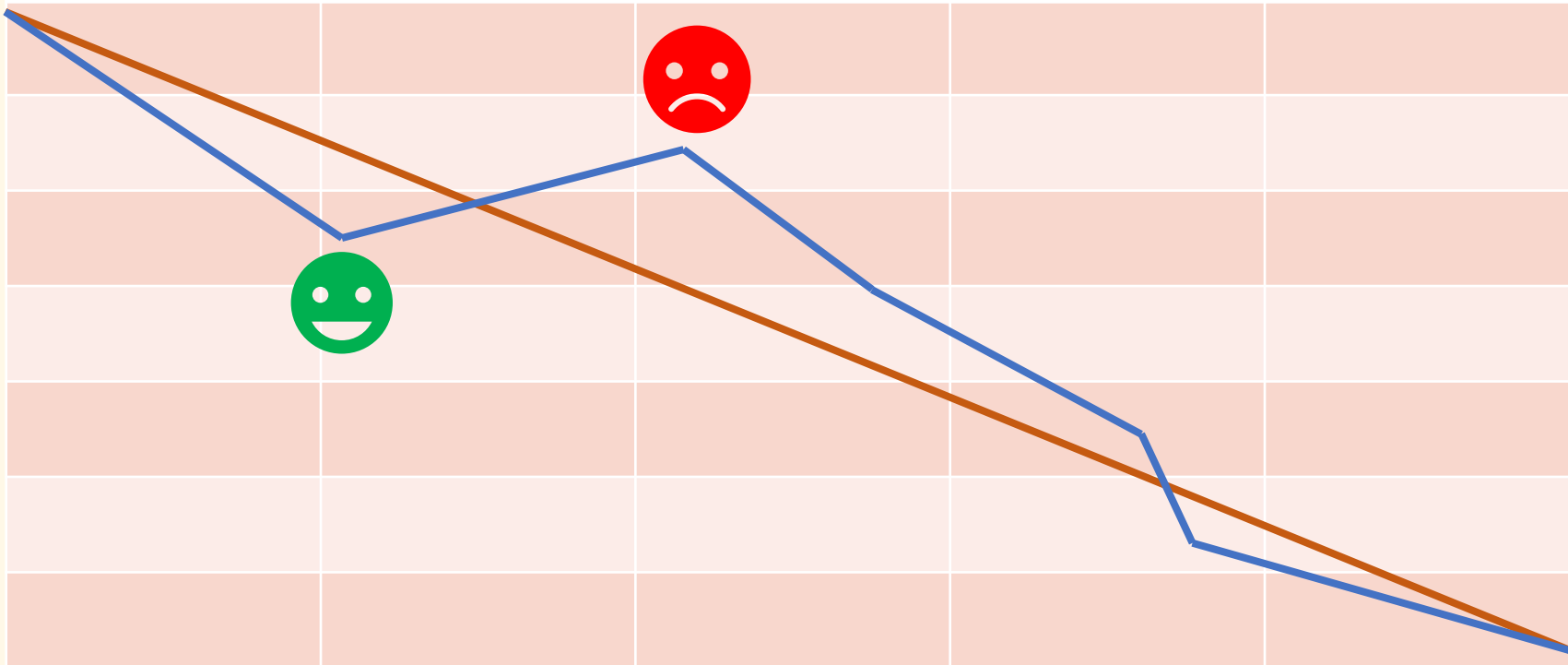
We had to work hard to bring things back into alignment. It took a few days, and by day 4 we were doing well and ahead of schedule again.

Method

Visual

### Burn down chart (amount of work completed)

Effort



Planned

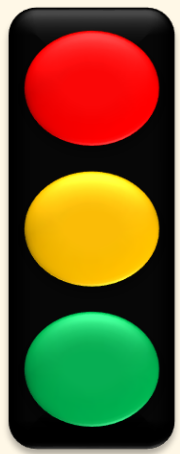
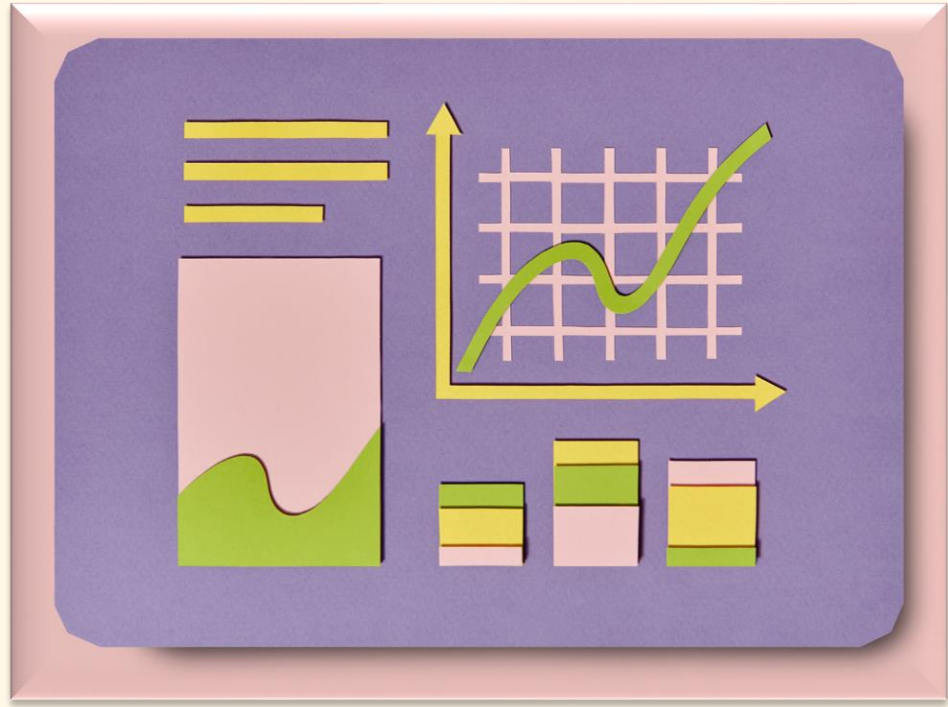
Actual

Time

Method

Visual

# Information Radiator / Big Visible Chart



Method

Visual

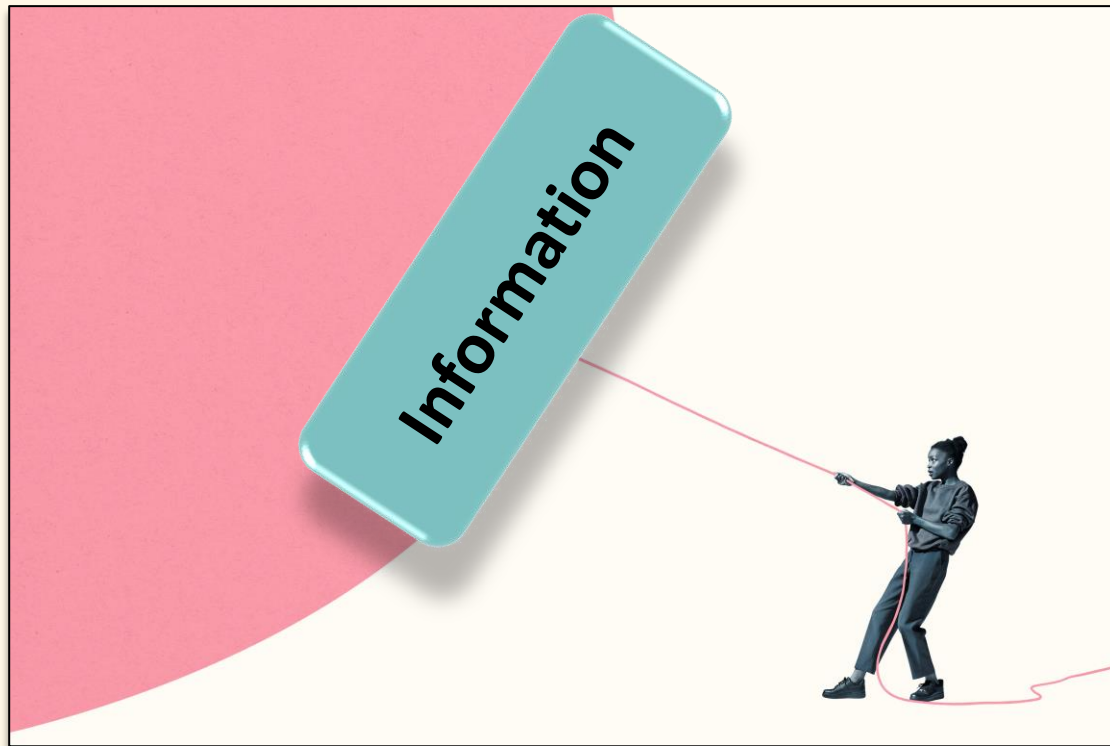
## Kanban Board

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



Pull



Push



**Content**

**Audience**

**Timing**

**Purpose**

**Simple**

**Relevant**

**Action  
required**

**Amount of  
information**

**Format**



The future is already here.....

**AI & Data**

**Artificial  
intelligence**

**Algorithms**

**NLP Natural  
Language  
Processing**

**Generative  
AI**

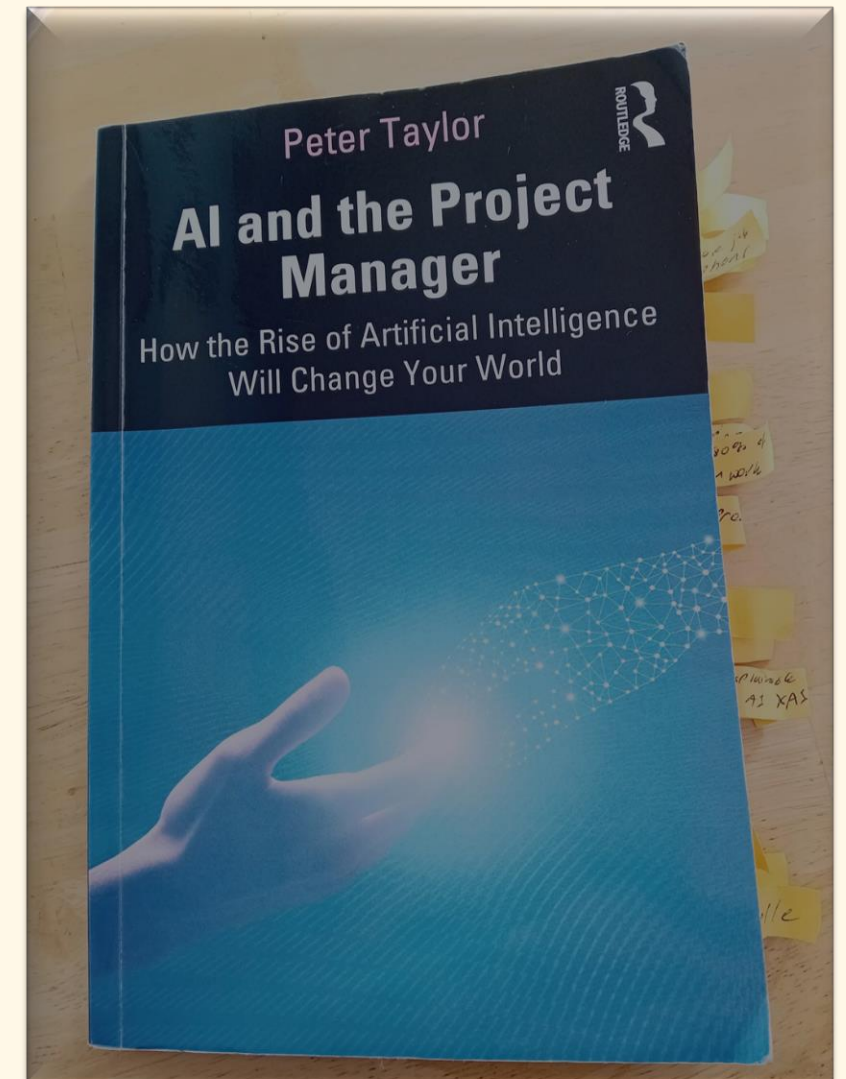
**Tools**

**LLM Large  
Language  
Models**

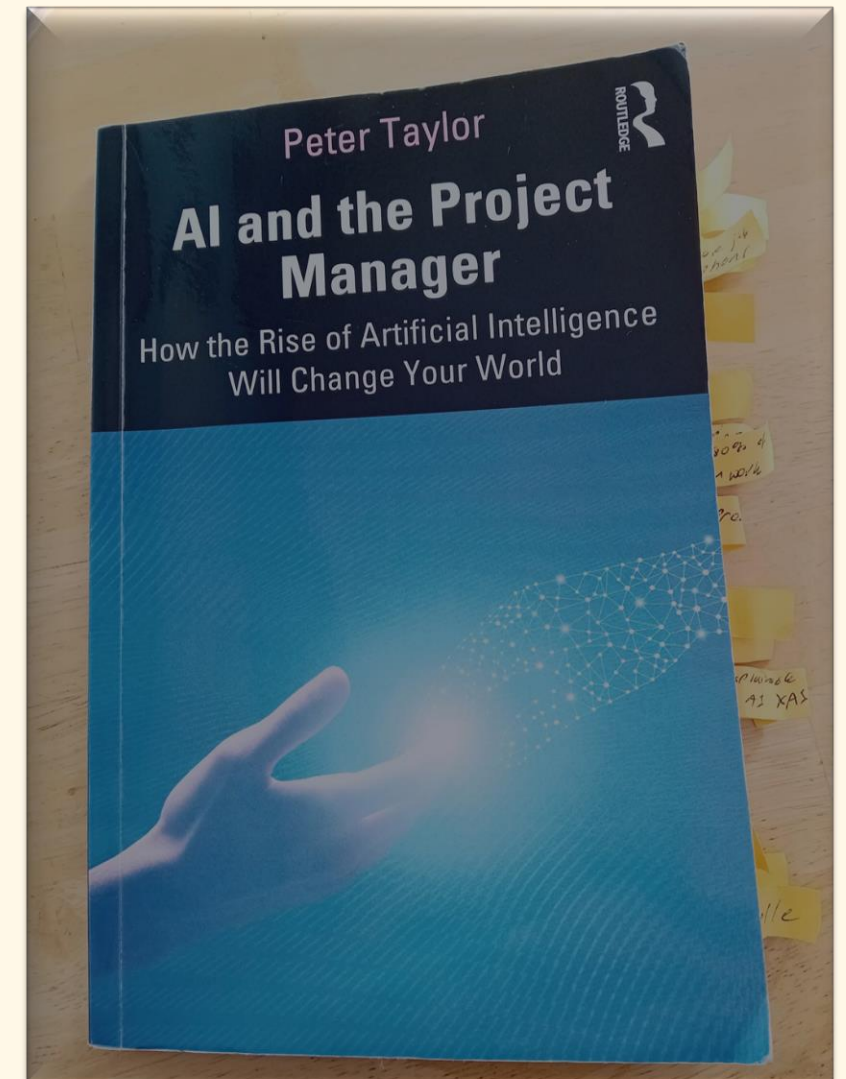
**Data**

**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)



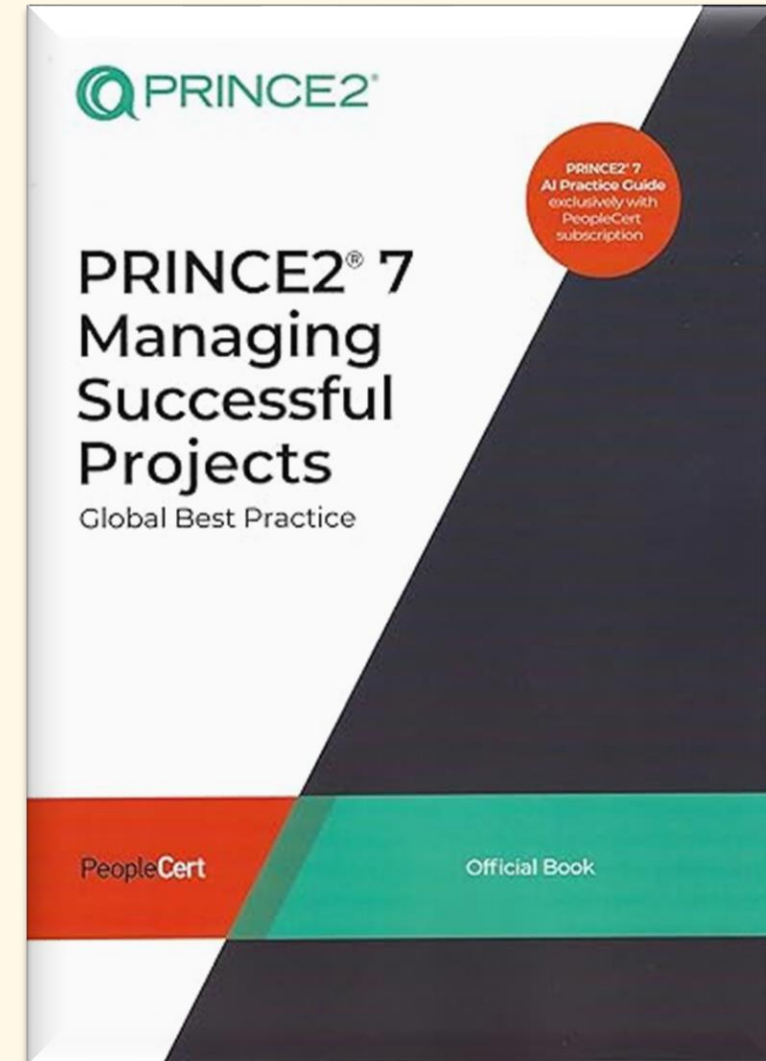
- “...the **right data, clean data, accurate data** – AI can uncover things you were never previously aware of....” (Taylor., 2022, p.45)
- “Being data literate and knowing the art of **storytelling** will...become key skills for project leaders...” (Taylor., 2022, p.39)



## “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.**”

- 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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