# Communication Standards

We recommend several elements to improve stakeholder communications

* Project overview presentation (updated monthly)
* Project information site
* Shared project mailbox
* Project email template

It is helpful to have project templates (PowerPoint, word, excel) that include:

* Header: Company Name, Project Name, Document Name
* Footer: File name, Date/time, page number / total pages
* Project image/graphic (on PowerPoint presentation)
* We suggest the documents be formatted to print to a standard size (e.g., Letter), in black and white.

# Project overview presentation (updated monthly)

* Also known as Standard Presentation or Monthly Big Picture
* Contents:
	+ Elevator speech
	+ Timeline (overall)
	+ 90-day timeline
	+ Key accomplishments (last 30 days)
	+ Upcoming activities (30 days)
	+ Upcoming activities (90 days)
	+ Conversation topics with Key Stakeholders
		- Key themes
		- Key decisions
	+ Where to get more information or provide feedback

# Project information site

Suggested contents:

* Shared folders (by workstream or project phase)
* Project timeline
* Project plan
* Project status reports
* Project issue reporting
* Project roster & OOO calendar
* Standard presentation (see above)
* Project overview (elevator speech)
* Frequently asked questions
* Feedback/questions

# Shared project mailbox

A shared inbox offers you a single, streamlined platform to address all your collaboration needs. By using a shared inbox, you will be able to manage both project and stakeholder communication to:

* Monitor and send email from a centralized account
* Respond to stakeholder questions/comments faster
* Share Outlook calendar information

# Email Urgency Labels

Urgency labels can be used in the subject line to clarify the type of action you want the recipient to take.



# Project email template

Please see the sample below:

* The table set up will center on the viewer’s screen and format the message to a specific width.
* If the project team has a SharePoint site, it helps to link the message to a PDF that opens in a web browser.
* “Action requested” call out – helps users focus on the action you want them to take.

click here to view this message in a web browser *Sent by the <project team name>*

|  |  |  |
| --- | --- | --- |
|

|  |  |
| --- | --- |
| **ACTION REQUESTED** | *
 |

<greeting><text><signature> |

COMPANY CONFIDENTIAL

** please consider the environment before printing this email**

# Project Glossary

* Our project is related to the Change Management Framework (not change management methodology or change management approach)
* Refer to employees as “team members”
* When to use Ordinal Numbers - April 22, 2020 -or- April 22nd, 2020
	+ Use ordinal numbers (a number with the suffix –th, –eth, –nd, –rd, or –st) if the number appears in a date before the month or if the date stands alone.
	+ Examples:
		- I will retire January 29, 2021.
		- I will retire on the 29th of January in 2021.
		- I will retire on the 29th.

# Project Coordination & Consistency

* Powerpoint
	+ Use project PowerPoint template
	+ Make sure you use standard (4:3) slide size (avoid using widescreen 16:9 slide size)
* Coordinate outreach to leaders via change management or project management team
* Drive toward consistency in messaging about the project by using the monthly project update presentation