Course : Effective communication for successful projects

Practical course - 2d - 14h00 - Ref. MEP
Price : 1370 € E.T.

★★★★½   4,2 / 5

Nouvelle édition

Comment engager toutes les parties prenantes sur un projet ? Comment assurer un flux d'information fiable et pertinent, adapté aux attentes et aux besoins des interlocuteurs ? Quels outils pour organiser et optimiser la communication opérationnelle, stratégique et d'influence ? Cette formation propose de répondre à ces enjeux en adoptant les meilleures pratiques de gestion de projet.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Integrating the project organization into the company
- ✓ Provide leadership for the project team
- ✓ Managing information flows
- ✓ Getting people to adhere to objectives
- ✓ Building operational and influential communications

Intended audience
Project managers with initial project management experience.

Prerequisites
Basic project management experience.

Practical details
Hands-on work
A case study "fil rouge" provides directly applicable methods and tools.

Teaching methods
Active, participative teaching. Sharing practices. Toolbox.

Course schedule

PARTICIPANTS
Project managers with initial project management experience.

PREREQUISITES
Basic project management experience.

TRAINER QUALIFICATIONS
The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS
The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Distinguishing between communication, authority and leadership

- Making yourself understood: the lexicon of project management.
- The challenges facing project managers.
- The foundations of authority: the project charter.
- The foundations of project leadership: cross-functional management.

Exercise
Self-assessment test: posture and key skills for project managers.

2 Integrate the organization of your project within the company

- Analyze the characteristics of your project: opportunity study.
- Identify the different types of project organization.
- Define the company's project management approach.
- Build a project organization chart based on the issues at stake.
- Establishing the rules of the game: the project management plan.

Hands-on work
Case study: Identify the project organization chart.

3 Defining a communication strategy

- Mapping of players and stakeholders.
- Analyze stakeholders: expectations, motivations, influence on the project.
- Building a shared vision of the project.
- Engage stakeholders from the outset of the project.

Hands-on work
Case study: stakeholder analysis, reflection on communication strategies.

4 Structuring and contractualizing commitments

- Distinguish between skills and interest.
- Using technical flowcharts (PBS, WBS, OBS): from analysis to contractualization.
- Model and allocate activities: job cards, schedules.
- Define project management tools (costs, deadlines, quality).
- Identify roles, responsibilities and authority relationships.

Hands-on work
Case study: developing management tools adapted to target groups.

5 Organizing communication within the project team

- Understand the challenges of team organization.
- Involve and motivate by organizing quality follow-ups and meetings.
- Calibrate communication to people and situations.
- Anticipating risks and solving problems
- Defusing a delicate situation.

Role-playing
Conflict management exercises for project team meetings.

(6) Optimize decision-making

- Establish a quality assurance plan.
- Organize effective steering committees.
- Prepare synthetic and relevant progress reports: budget, expenses, risks, decisions and change requests.
- Use indicators as a lever for communication and decision-making.
- Ensure information quality control points.

Role-playing
Preparing steering committee communications in tense situations.

Dates and locations

REMOTE CLASS
2026 : 23 Apr., 11 June, 20 Aug., 19 Oct., 7 Dec.

PARIS LA DÉFENSE
2026 : 20 Apr., 11 June, 20 Aug., 19 Oct., 7 Dec.