



SNS COLLEGE OF ENGINEERING



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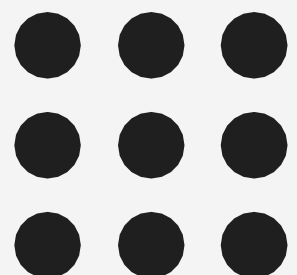
Department of Information Technology

Course Name – IT8075 Software Project Management

IV Year / VII Semester

Unit 5 – Staffing in Software Project

Topic 9 – Communication Plans and Leadership



Communication Genres / IT8075 SPM

/Sivagami R / IT/SNSCE



Communication Plans



- Choosing the right communication methods is crucial in a project
- Therefore, a good idea to create a communication plan

Stages of creating a communication plan

- Identify all the major stakeholders for the project
- Create a plan for the project
- Identify stakeholder and communication needs for each stage of the project – communication channel and methods
- Document communication plan



Communication Plans



Content of a communication plan

For each communication event and channel, identify:

- What?
 - Contains the name of a particular communication event, e.g, 'kick-off meeting', or channel, e.g. 'project intranet site'.
- Who/target.
 - The target audience for the communication.
- Purpose.
 - What the communication is to achieve.



Communication Plans



Content of a communication plan

- When/frequency.
 - If the communication is by means of a single event, then a date can be supplied.
 - If the event is a recurring one, such as a progress meeting then the frequency should be indicated.
- Type/method.
 - The nature of the communication, e.g., a meeting or a distributed document.
- Responsibility.
 - The person who initiates the communication.



Leadership



- Ability to influence others in a group to achieve particular group goals
- More self-control and self-confidence
- Based on authority or power
- Power
 - person's position – position power
 - individual qualities – personal power
 - Mixture of two.



Leadership



Position power types

- Coercive power
ability to force someone to do something by threatening
- Connection power
Access to those who have power
- Legitimate power
Based on person's title conferring special status
- Reward power
Can give rewards to those carry out tasks



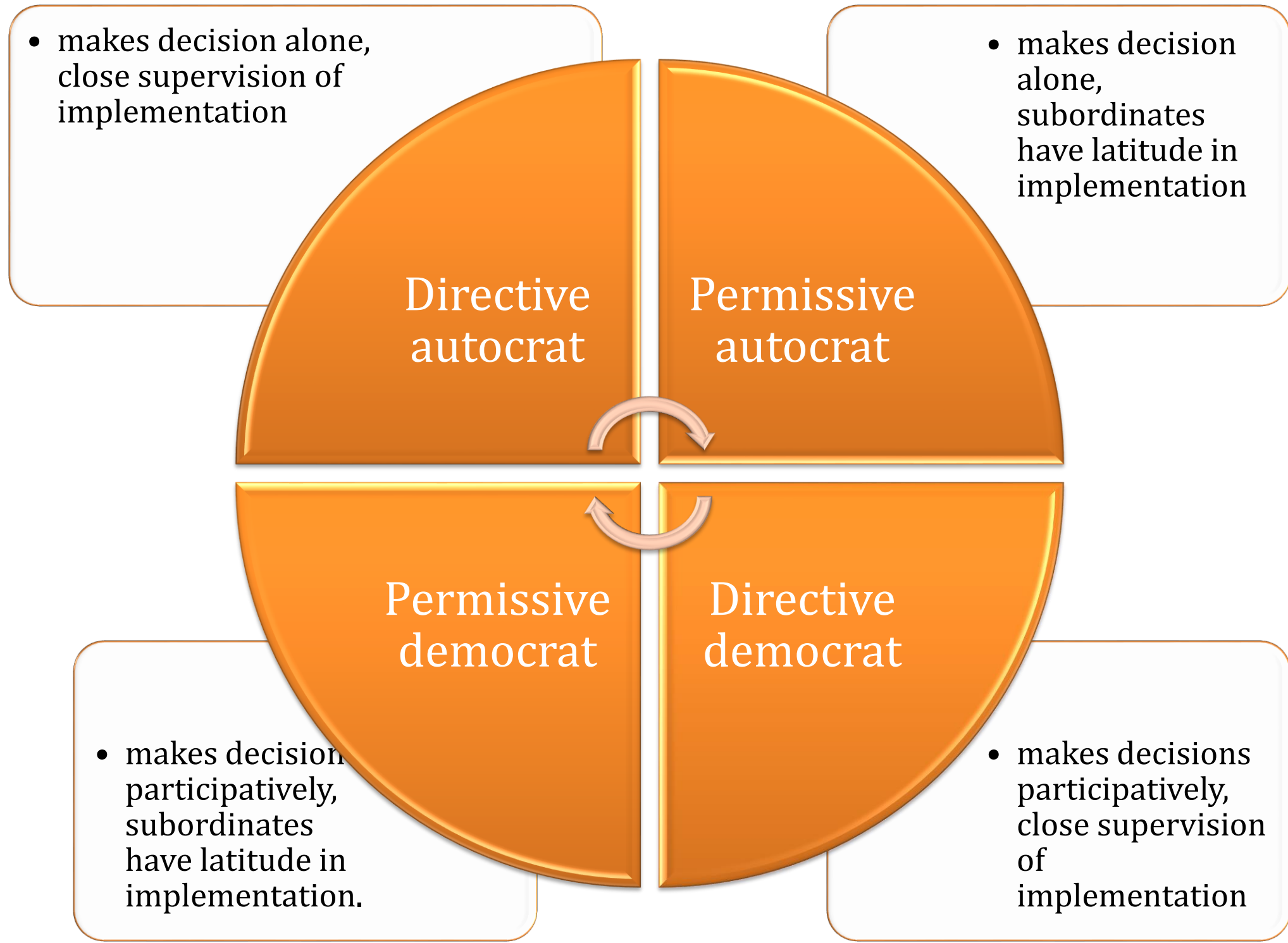
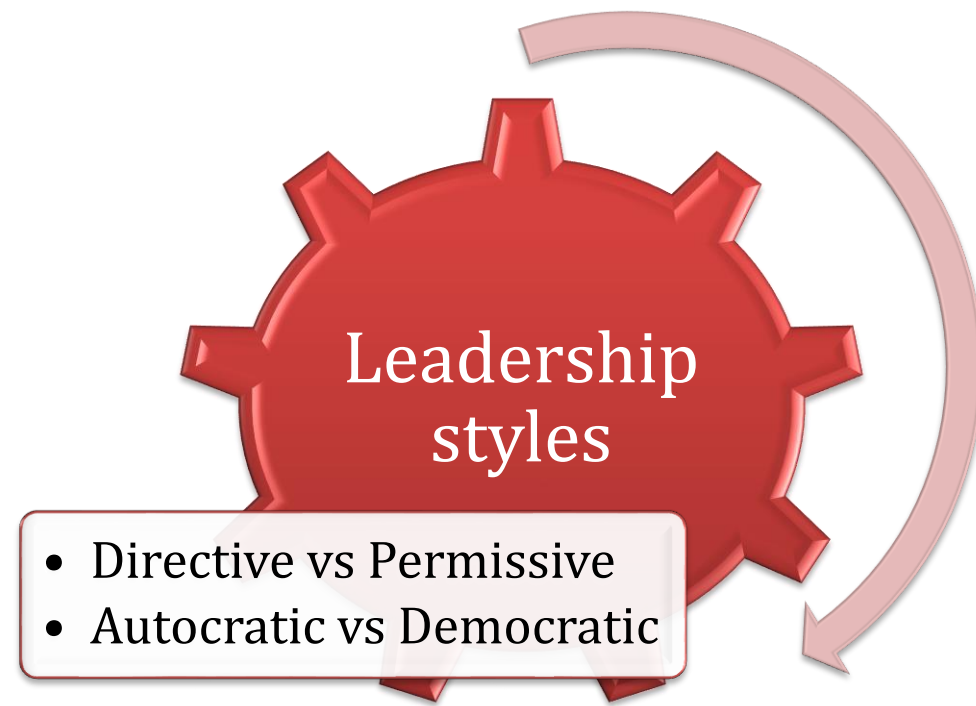
Leadership



Personal power types

- Expert power
being the person who is able to do specialized tasks
- Information power
Have exclusive access to information
- Referent power
based on personal attractiveness of the leader

Leadership Styles





Leadership Styles



Task oriented - execution of task is paramount

People oriented - concerned about the people

Management style is depends on the situation

Based on work environment

Some jobs are routine and predictable

Others driven by outside factors – future direction is uncertain

Uncertainty high – subordinates seeks help from above, task oriented manager

Uncertainty low – people oriented

People oriented - mature staff, can control work they do

Task oriented is effective – inexperienced team members



THANK YOU