

# Communicating Effectively with and without MSP

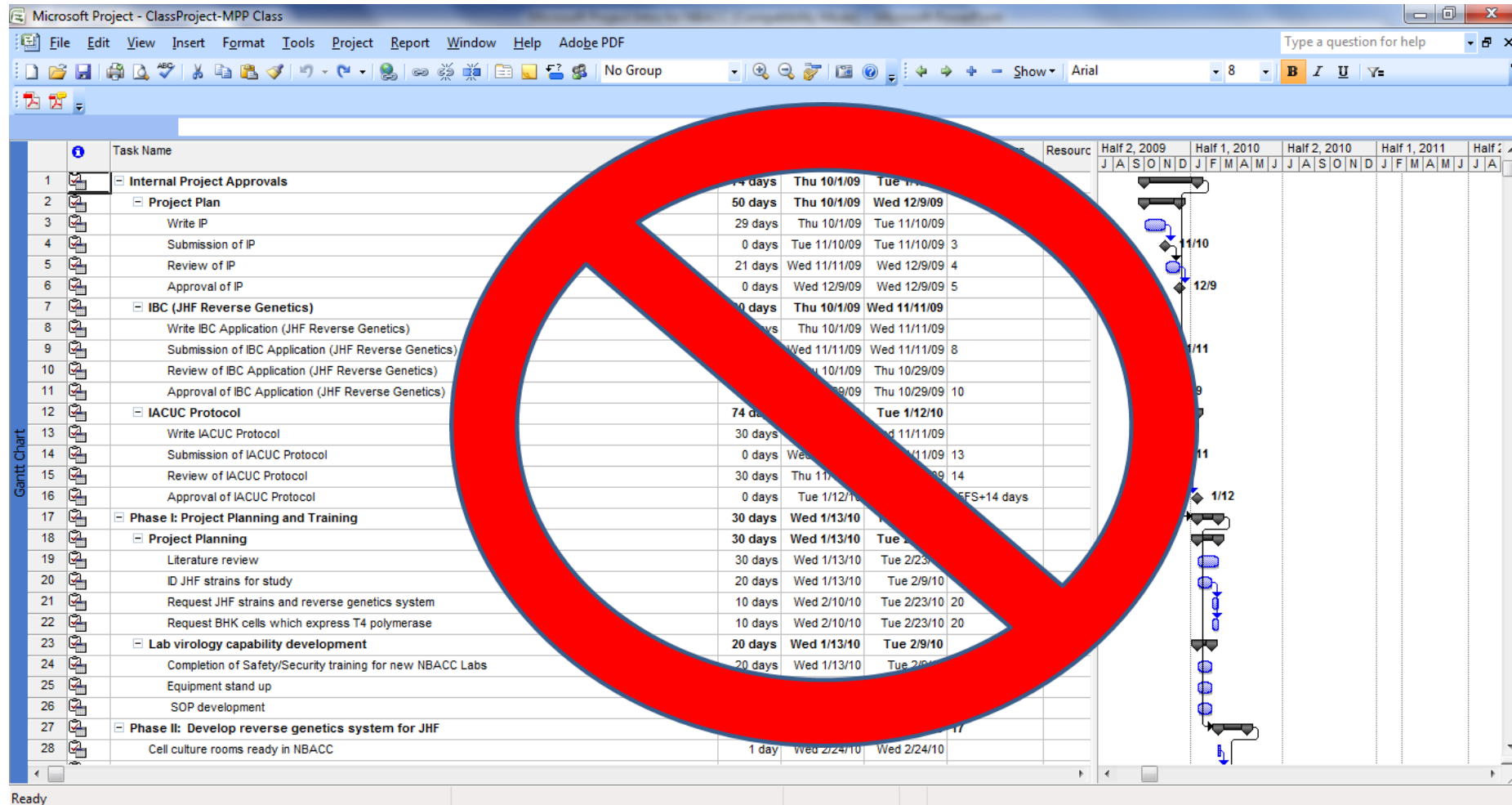
...and without the spin!

*Carl Pritchard, PMI-RMP<sup>®</sup>, PMP<sup>®</sup>*

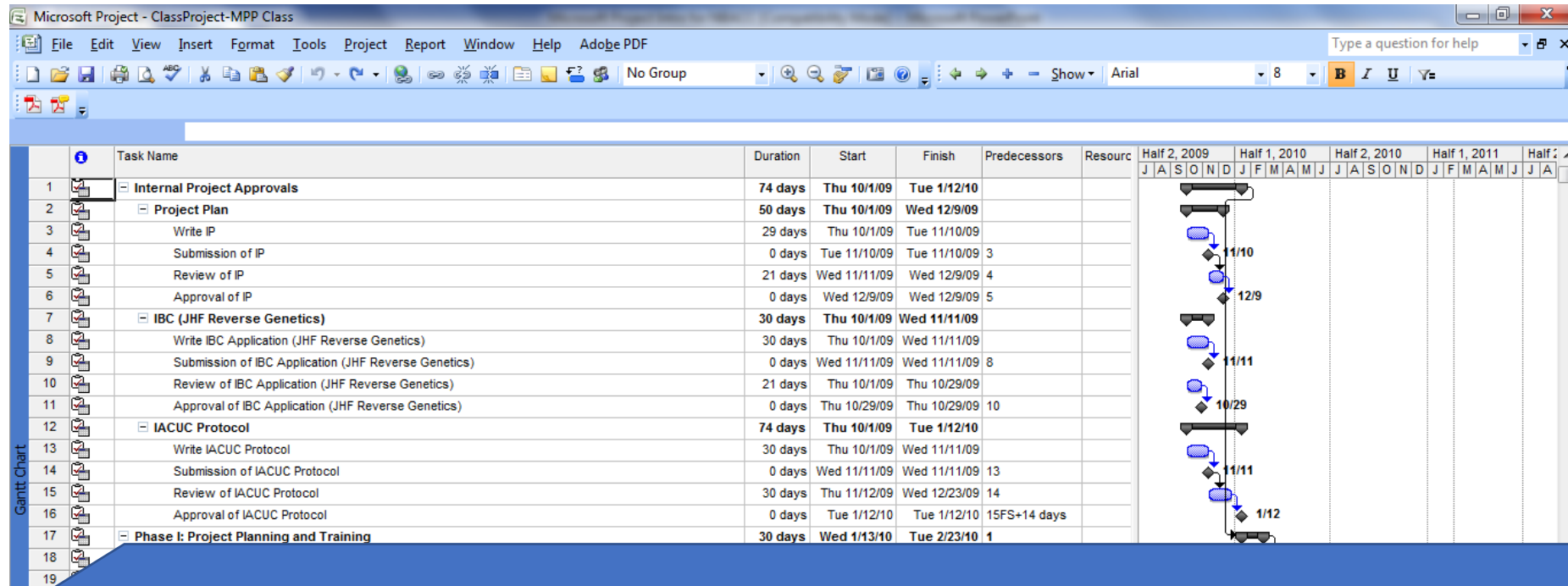
[carl@carlpritchard.com](mailto:carl@carlpritchard.com)

**301-606-6519**

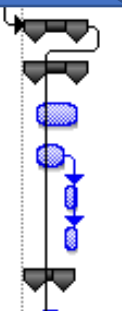
# What this is *NOT* about:

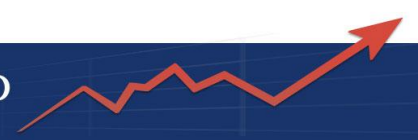


# What This CAN Be About...



Phase I: Project Planning and Training		30 days	Wed 1/13/10	Tue 2/23/10	1
Project Planning		30 days	Wed 1/13/10	Tue 2/23/10	
Literature review		30 days	Wed 1/13/10	Tue 2/23/10	
ID JHF strains for study		20 days	Wed 1/13/10	Tue 2/9/10	
Request JHF strains and reverse genetics system		10 days	Wed 2/10/10	Tue 2/23/10	20
Request BHK cells which express T4 polymerase		10 days	Wed 2/10/10	Tue 2/23/10	20
Lab virology capability development		20 days	Wed 1/13/10	Tue 2/9/10	

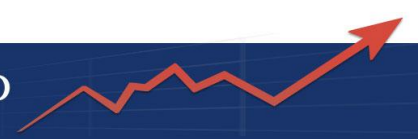




# That Would Consist of Two Copies of the Image

- ...And ONE Trapezoid (see, you took *Geometry* in high school for a reason)
- ...AND A

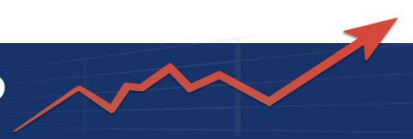
**POINT!**



# Communicating Project Information

- What matters is what the tools tell you...not the tools
- Time?
- Cost?
- End date?
- Resource load?





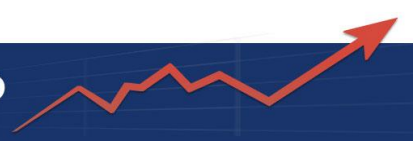
# Thanks, Johannes!

We got here from...

- Movable type
- Expensive paper
- Labor-intensive printing

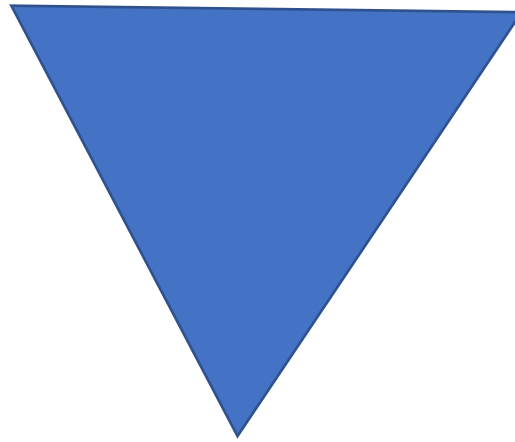


*None of which exist now...*



# And then...It's What (and How) You Tell Others!

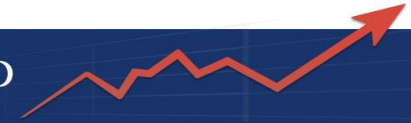
- BLUF – Start with the End (Bottom Line Up Front)
- Short and Sweet (Shorter is sweeter...)
- The Inverted Pyramid











# Let's Try One...Shall We?

**Austrian Emperor to Take  
Command at Vienna  
Headquarters.**

**WAR FEVER AT CAPITAL**

**Crowds Cheer Outbreak of Hos-  
tilities and Demonstrate af-  
Friendly Embassies.**

**OUTBREAK OF FOOD RIOTS**

**Prices Soar as Hostilities Are  
Declared and the Government  
Steps In to Regulate Them.**

**MANIFESTO FROM EMPEROR**

**Forced to Grasp the Sword, He  
Says, to Defend the Honor  
of His Monarchy.**

**FRANCE FEARS A GREAT WAR**

**FRANCE FEARS A GREAT WAR**

**Army Moves to the Frontier—Belief  
in Paris That Russia Will  
Not Desert Serbia.**

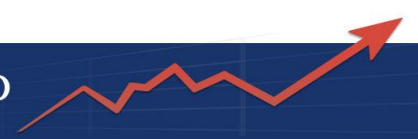
**Special Cable to The New York Times.**

VIENNA, July 28.—Upon the issue of the formal declaration of war against Serbia today Emperor Franz Josef gave orders for the removal of the Emperor's Court from [redacted] to the capital. His entourage [redacted] in [redacted] made him that Vienna [redacted] not [redacted] but the aged Emperor re-plied:

"I do not want the air of Vienna. I want the atmosphere of headquarters."

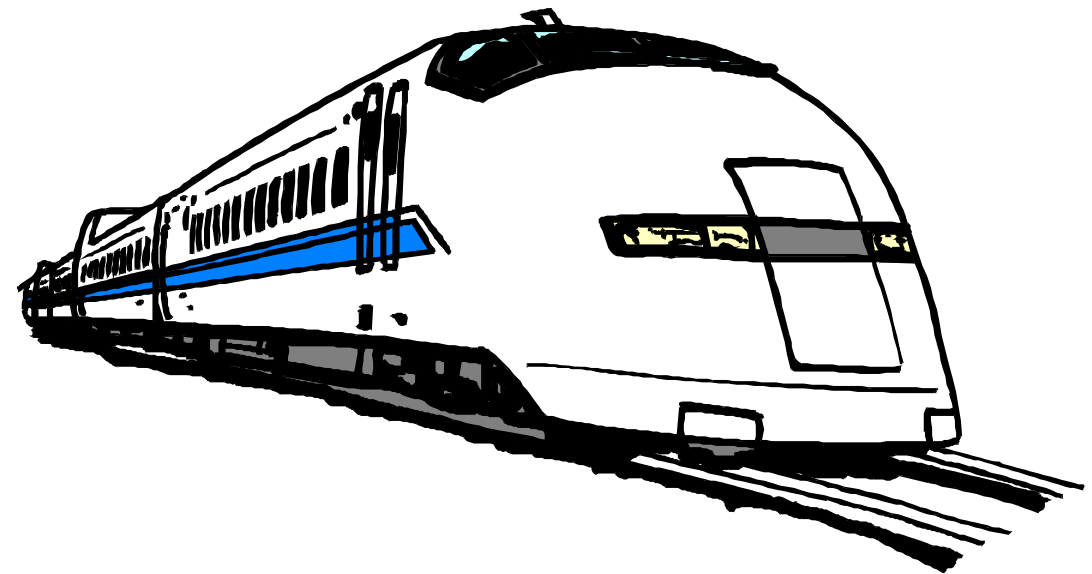
The opening of the war has caused the suspension of all kinds of restric-tions upon public business. All the railways, of course, are under military control, and the telegraphs are being reserved entirely for the service of the State.

The hope is still entertained here that the war will be confined to a narrow [redacted] [redacted] [redacted]



# Bottom Line Up Front (BLUF)

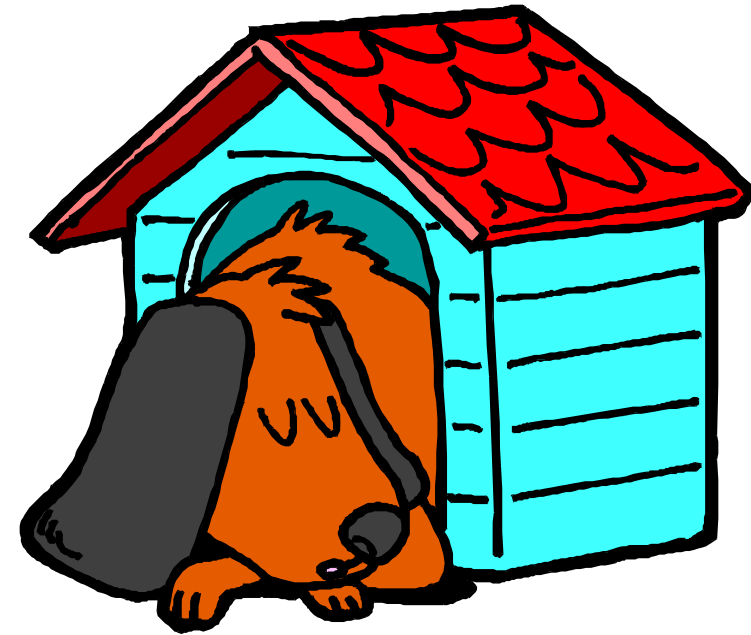
- Facebook/TikTok Reels – *Watch till the End!!*  
*(That's a warning that nothing will happen in this 20-second video)*
- *Carl Pritchard – 301-606-6519*  
*(The voicemail safety net)*
- When we wrap up here...  
*(Promises, promises...you get ONE shot)*



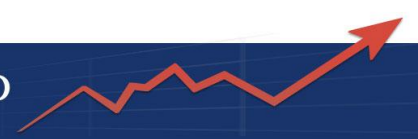


# J-School and the Adjective

- Best, most, largest...
- Effective, efficient, labor-saving...
- Timely, time-sensitive...
  
- And the WORST of all...



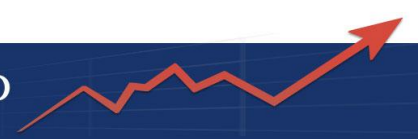
Unique



# Bill Drenten and Albert Mehrabian

- Your message needs the pipes to support it.
  - Drenten's theory
- 38% of all messaging takes place through tone and voice.
  - Mehrabian's theory
- When you trip over your tongue, 50% of the time, no one notices. But if you have a crappy mike, everyone notices.
  - My theory

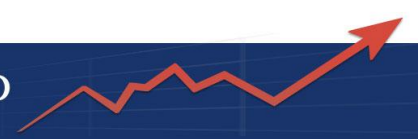




# Who, What, When, Where, Why, How and HUH?

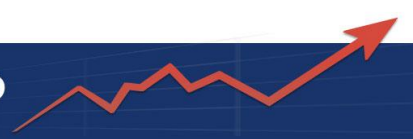
- The basic journalism questions...Leverage them!

**WHY?**



# Why?

- THE FIRST QUESTION!!
- You communicate for a reason.
- You expect an outcome.
- You will get something better.

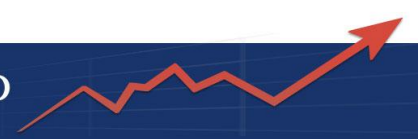


# Who, What, When, Where, Why, How and HUH?

- The basic journalism questions...Leverage them!

# WHO?



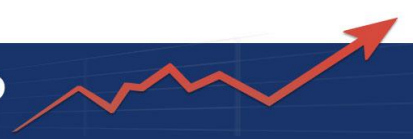


# Who?

- Today
- Yesterday
- Tomorrow

Who will be using your project tomorrow, and will they be able to understand the messaging you used to create and support it today?

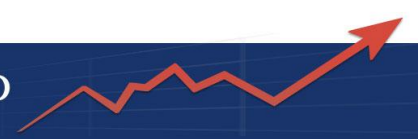
Think of terms that were commonplace 50-100 years ago, and how they would be misconstrued today!



# Who, What, When, Where, Why, How and HUH?

- The basic journalism questions...Leverage them!

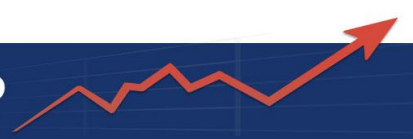
# WHAT?



# What?

- Outcome-based Planning
- Immutable outcomes?
- *When we're done here...*

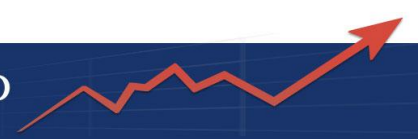
If you're seeking a reaction, result or defined outcome, know what it is *before* you start communicating!



Who, What, When, Where, Why, How and  
HUH?

- The basic journalism questions...Leverage them!

**WHEN?**

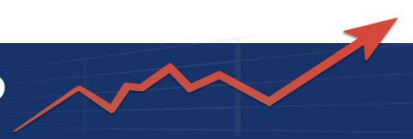


# When?

- Is it written for today?
- Can it be misconstrued tomorrow?

Plan your message for today's audience, but to withstand tomorrow. If the receiver tomorrow won't get it? **ADD THE CONTEXT.**

# CONTEXT



Who, What, When, Where, Why, How and  
HUH?

- The basic journalism questions...Leverage them!

**WHERE?**

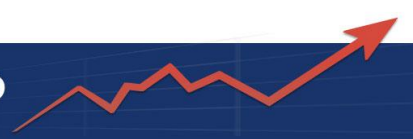
# Where?

- Do you know where you are? (Cleveland, Columbus and the PMI-RMP® question)
- Ben S. in the Bible belt?

Remember the locals!



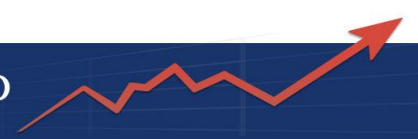




Who, What, When, Where, Why, How and  
HUH?

- The basic journalism questions...Leverage them!

**HOW?**

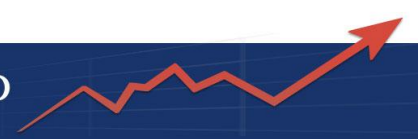


# How?

- The Mechanic's Question
- Consider your web site frustration
- References and Sources
  - <https://www.youtube.com/watch?v=FOlpjWGclPo> (Walls of Stone)

They don't want to need you...

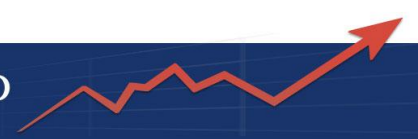




# Who, What, When, Where, Why, How and HUH?

- The basic journalism questions...Leverage them!

**HUH?**

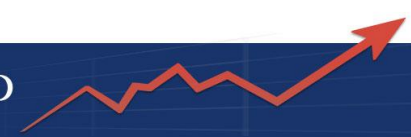


# Huh?

- Open the door
- Accept the information gaps
- Communicate how to fill them

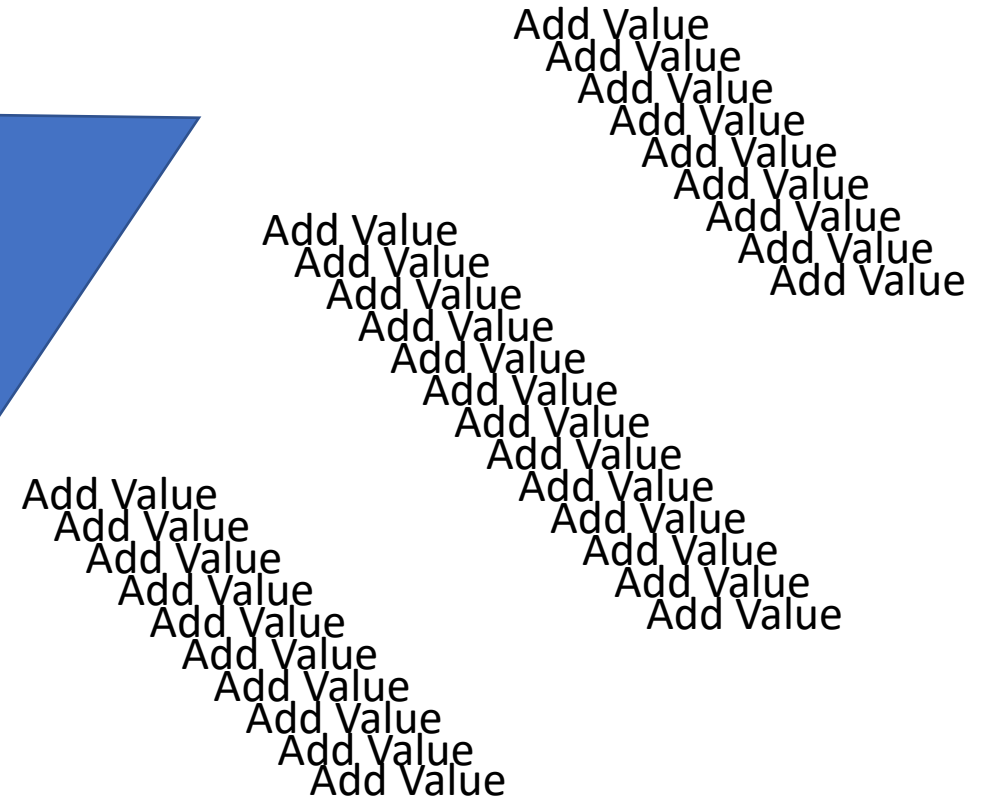
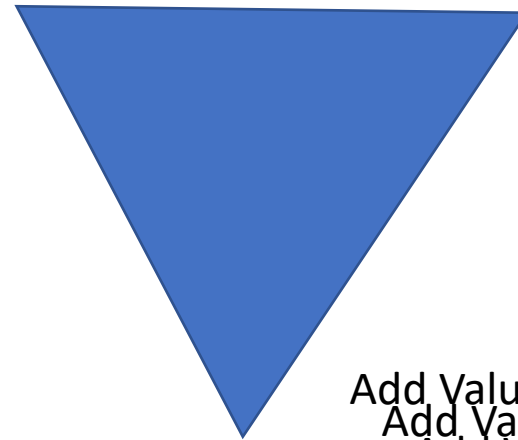
They don't want to need you...  
But they may!

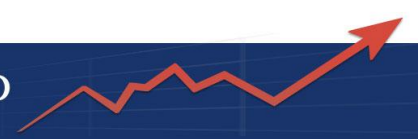




# Do you remember what the inverted pyramid in journalism is/was?

- The POINT First
- The details later
  - In downward order



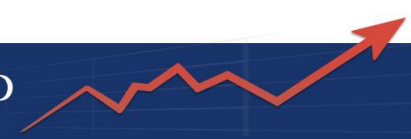


# Promises, Promises

Carl Pritchard, PMI-RMP®, PMP®

[carl@carlpritchard.com](mailto:carl@carlpritchard.com)

301-606-6519



# MPUG-Feb 22

- Messaging in project management can be everything. But for many PMs, it comes as an afterthought.
- Carl draws on his decade-plus as a member of the media (and his Journalism degree) to explain how project managers (and any other managers) can leverage the basic concepts of journalism, from the six basic questions to the inverted pyramid to the follow-on.
- He examines the three most common mistakes we make in everything from e-mail to project reports, and drives home the need to remember what the receiver needs to hear.
- Don't miss this session which will help you harness one of *the* most important Power Skills – Communication!