

Team Dynamics Exercise:

Enhancing Project Communication

1	Purpose of Communication in the Project <i>Question</i> What specific purpose does our communication serve in this project? What do we aim to achieve when sharing information? <i>Guided Reflection</i> Think in terms of specific goals, such as coordination, decision-making, transparency, or engagement. Identify how your role contributes to the purpose of communication and how this impacts the success of the project.	2	Timing and Channels of Communication <i>Question</i> What are the key times for communication? Which channels do we use, and which are the most effective for different types of information? <i>Guided Reflection</i> Consider moments like weekly meetings, informative emails, instant communication tools (e.g., Slack, Teams), and specific channels (email, in-person presentations, etc.). Reflect on whether these channels meet the team's needs for clarity and accessibility.
3	Key Internal and External Audiences <i>Question</i> Who are the main recipients of our communication, and why? How do we define whom we need to inform in each case? <i>Guided Reflection</i> Distinguish between internal communication (team members, project leads) and external (stakeholders, clients, partners). Reflect on whether everyone involved receives the necessary information at the right time	4	Message: Relevance and Added Value <i>Question</i> What essential message should we convey, and why is this project important to our recipients? <i>Guided Reflection</i> Define the value the project brings to various audiences. Explain how our communication can help others to appreciate and support the project. Consider direct benefits, long-term impacts, and how the project aligns with each audience's interests.
5	Final Reflection: Improving Team Communication After answering the previous questions, take some time to reflect on potential improvements in your team's communication methods and channels. - Barriers to Effective Communication - Suggestions for Improvement - Aligning with Project Goals		

Recommended tool



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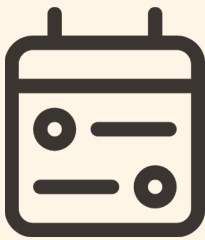
Exercise Template: Raising Awareness of Project Communication



1. What do we communicate for?

Purpose of Communication in the Project

- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐



2. Where and when do we communicate?

Timing and Channels of Communication

- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐



3. Who should receive our communication?

Key Internal and External Audiences

- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐



4. Why is our project relevant to them?

Message: Relevance and Added Value

- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐



Final Reflection: What can we improve in our team communication?

- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐