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COMMUNICATION

Short introduction

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INTERNAL AND EXTERNAL COMMUNICATION

Overview

- Communication describes the exchange and transmission of information. We differentiate between internal and external communication.
- Internal communication takes place within a network, e.g., between members.
- The aim of internal communication is to inform, motivate and bind network members. This optimises internal processes.
- External communication refers to all information and publication measures directed towards the outside world.
- The aim of external communication is to present the network visibly to the outside world.



WHY INTERNAL COMMUNICATION IS IMPORTANT

Benefits of good communication

- Good internal communication (regular meetings, info-mails, calendars, transparency) ensures efficient and effective work processes.
- Network members are involved and identify more strongly with the network.
- The exchange among each other increases motivation, productivity and team spirit.
- Good internal communication also includes knowledge management: knowledge is stored in places accessible to all and is thus preserved for subsequent members.
- External communication begins internally: Only when internal communication is working can a network appear cohesive to the outside world.
- The network becomes more visible, competitive and attractive (new members, sponsors, cooperation opportunities, etc.)



WHAT MAKES GOOD COMMUNICATION

Dos & Don'ts

DO:

- Communication at eye level - respectful interaction is essential
- Clearly define responsibilities and competences
- Jointly define work processes (and their safeguarding)
- Address conflicts and problems directly
- Use digital tools for support (see Toolkit)

DON'T:

- Take too much time to inform others
- Withhold important information from members
- Allow personal attacks
- Tolerate blaming for mistakes
- Treat others in a condescending manner



HOW CAN PROJECT MANAGEMENT COMMUNICATE BETTER?

3 basic principles

1. Clear, simple messages

- The communication style, i.e., how to exchange information, should be agreed upon with all persons in the network and project leadership.
- So-called soft skills, such as social skills, are also crucial.

2. Precisely adjust the degree of transparency

- Too little information leads to mistrust, too much to uncertainty.
- What information to communicate needs to be thought through carefully.

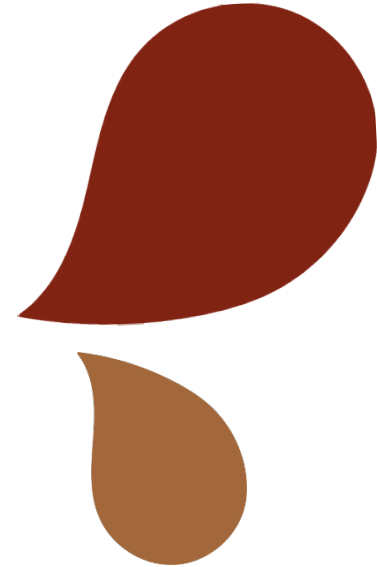
3. Radiate optimism

- In addition to problems and criticism, the project manager should always point out positive developments and optimistic prospects.



THE FOLLOWING TOOLS CAN SUPPORT YOU:

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- **Slack**
Slack is an intuitive, innovative, and intelligent collaboration platform for communication and sharing.
 - **Kahoot!**
Kahoot! is a free, game-based learning platform that enables interactive learning of new topics while encouraging participant engagement.
 - **Dropbox**
Dropbox is a simple cloud storage solution and is known for its ease of use. Dropbox allows you to share large files, files that are too sensitive to send by e-mail and helps to store various files in one commonplace.
 - **Zoom**
Zoom is the market-leading platform for modern network video communications with a simple, reliable cloud platform for video and audio conferencing, collaboration, chat, and webinars across mobile devices, desktops, phones, and room systems.



THE FOLLOWING TOOLS CAN SUPPORT YOU:

- **Jour Fixe**

The Jour Fixe is a regular meeting of the project management team or network promoting a lively exchange.

- **Skype**

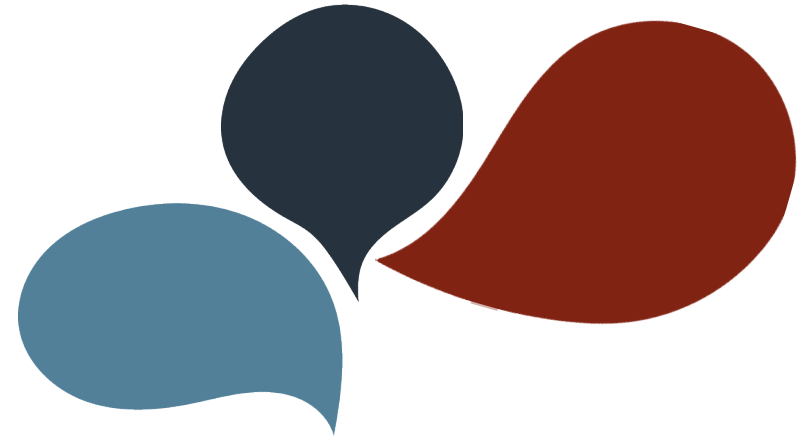
Skype is a free online tool that allows online calling, messaging, and low-cost international calls to mobiles or landline phones.

- **Critical Incidents**

Critical Incidents is a method for analysing intercultural communication. It aims to increase awareness of situations where a misunderstanding, problem, or conflict could arise due to the cultural differences of the interacting parties.



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