Project "Communication"

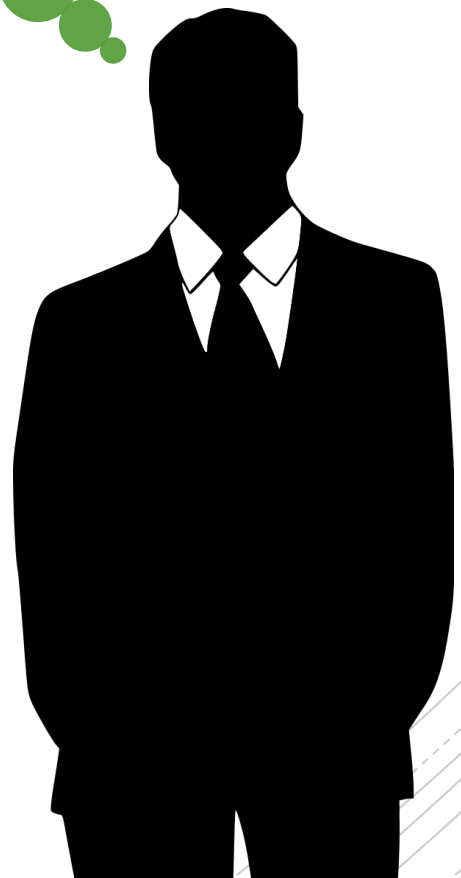
(communication project)

What is Project “Communication”?

The 3 phases of the project

- Preparation
- Executing
- Reporting

I'm responsible for both the success and failure of my project



Idea of the project

Difference of the Levels (DoL)*

*to recognize what is missing in the target place and to deliver it

- DoL is the source, motor of the project
- DoL generates the idea of starting a project and then it becomes the structure
- Higher DoL = Unique project (The uniqueness of the project gives a chance to the project manager (PM) not to be copied, replaced or his idea to be taken/stolen. There is a need for patenting, licensing etc. The rights and know how belongs to the PM)
- Missing things in DoL are coming with active searching and comparison

Way of financing. Resources.

Start with the hardest way

Donations, government funds, stationary funds

Credits

Combine finances



Financing part of the project

An independent element of the project which is not connected with dynamic and static part of the Project Theory. It is quite internationalizing and has its own life apart of the project.

Other resources:

+ Legal point of availability;
+ Enough staff - managers and other below;
+ Mentality and society concerns (religion, political etc.)

Questions. Practical hints.

- How many projects can one project manager do in a certain period of time?

- How to revive a failed project? Is it possible?

- When and where to start thinking about the project?

- Choose the right project/s

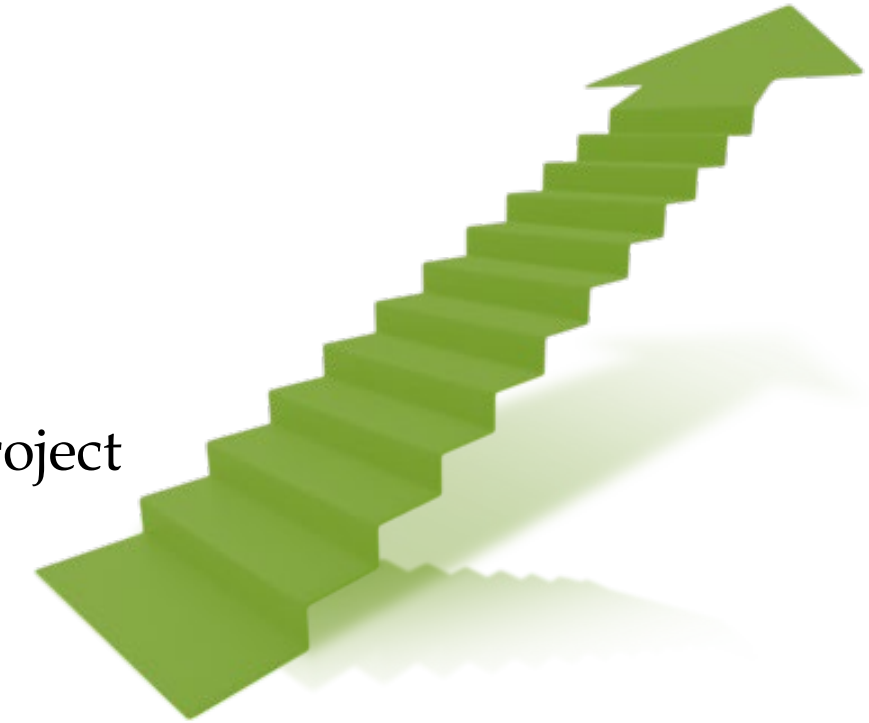
- Former experience in executing other projects. Knowing the phases of the procedure.

Dynamic part

Development of the project manager	Individualism
	Appearances in press/media
	Social media
	Private case

Phases of the dynamic part

1. Preparatory work
2. Start working in the field
3. Make contacts with selected faces
4. Replacement of people
5. Verification of the chosen person for the project
6. Realize the beginning of the project
7. Maintain contact and expand it
8. Use of a certain person for the execution of other similar projects
9. Finding relevant people for the continuation of the project, who are provided by the executor of the project
10. Submitting the project to another Project Manager



Preparatory work



Start working in the field

- First impressions are the most important
- Open data base of people
- The leader positions of all the targeted institutions are taken by those who are only appointed in a particular post or for whom it is known that they will be named
- For each target person, a CV analysis + psychological portrait are made



Make contacts with selected faces

- Meet with targeted persons on the general activities of the business – particularly important is to learn the habits and schedule of targeted people + to look for the top ten meeting places in the community
- Broad culture is important
- “Virtual multi personality"



Replacement of people



Verification of the chosen person for the project

- The chosen person for the execution of the project should feel extraordinary, to make a difference in society before and after the realization of the contact and this to be visible to others – the reason for this difference should be known only by the managerial person and the chosen person
- An ideal case is if it is the first realized project
- All kinds of pacemakers, which are similar to corruption, are being fought



Realization of the project

- It is important for the project to begin with a good start – with no delay due to subjective and objective reasons
- Usually big projects last no less than 3 years



Maintain contact and expand it

- Each stage of the project, especially when it is successful, should be commented from the chosen person
- Here it is also possible to look for public information on official and informal occasions. They bring moments of family and private closeness
- Replacement of PM – it is important to lecture the contacts and to retain and maintain the same skills from the new diplomat/ project manager
- Departure of the chosen person – there is gratitude; keeping contacts continues

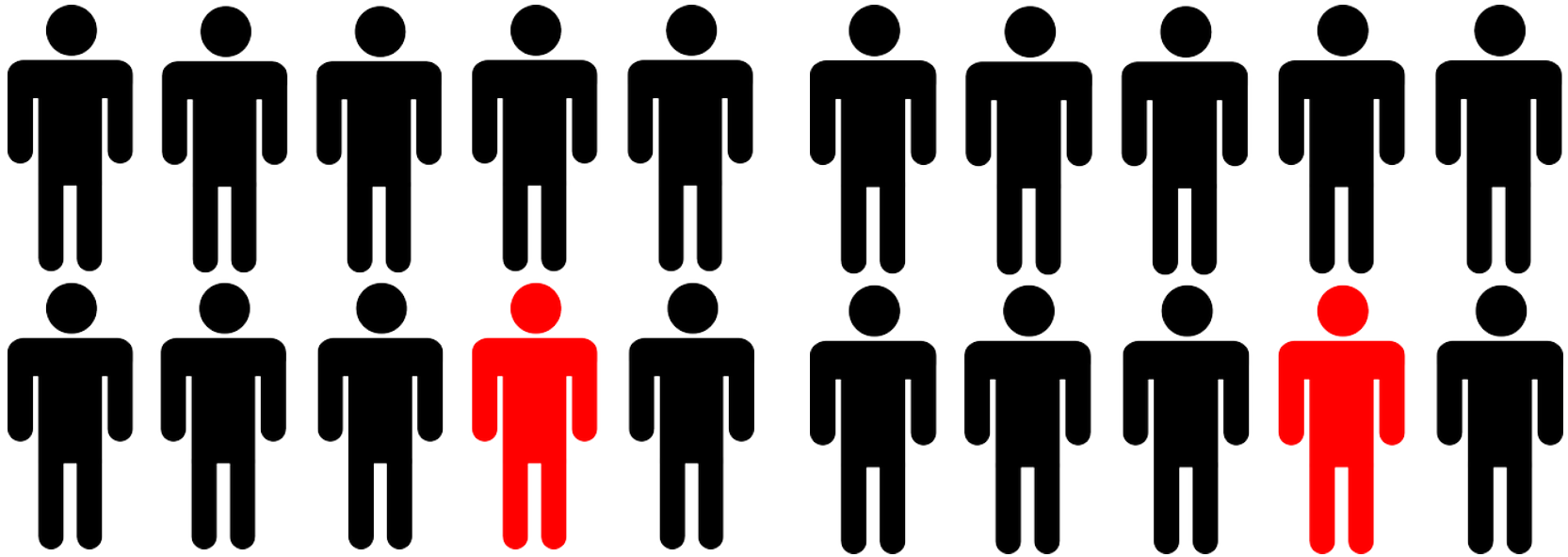
Use of a certain person for the execution of other similar projects

This may be a project that follows a time or content (logical) first-order. To a chosen person without our mediation, directly from the state/ company because he has proved himself to the first. Or order may come again from us deputy diplomats/project managers.



Finding relevant people for the continuation of the project, who are provided by the executor of the project

Most often recommended on the part of the chosen person



Submitting the project to another Project Manager

Usually stems from the mandate of a diplomatic work or because of a long-term project



Static part

Elements
1. Folk psychology in general
2. Individual elements
3. Institutional architecture
4. Avoiding the society’s perception of a local businessman
5. Investigating the structure of the company, which will be used for the project

Folk psychology in general

- Static element (oldest and newest)
- The degree of perception of contemporary denominations in the community (for example relation to LBGT placements, migrants)
- Relation to critical phenomena, as an element of the presentation of a mass character (as a refugee wave from the Middle East)



Individual elements

- Propensity to work
- Receiving foreign advice
- Educational necessities



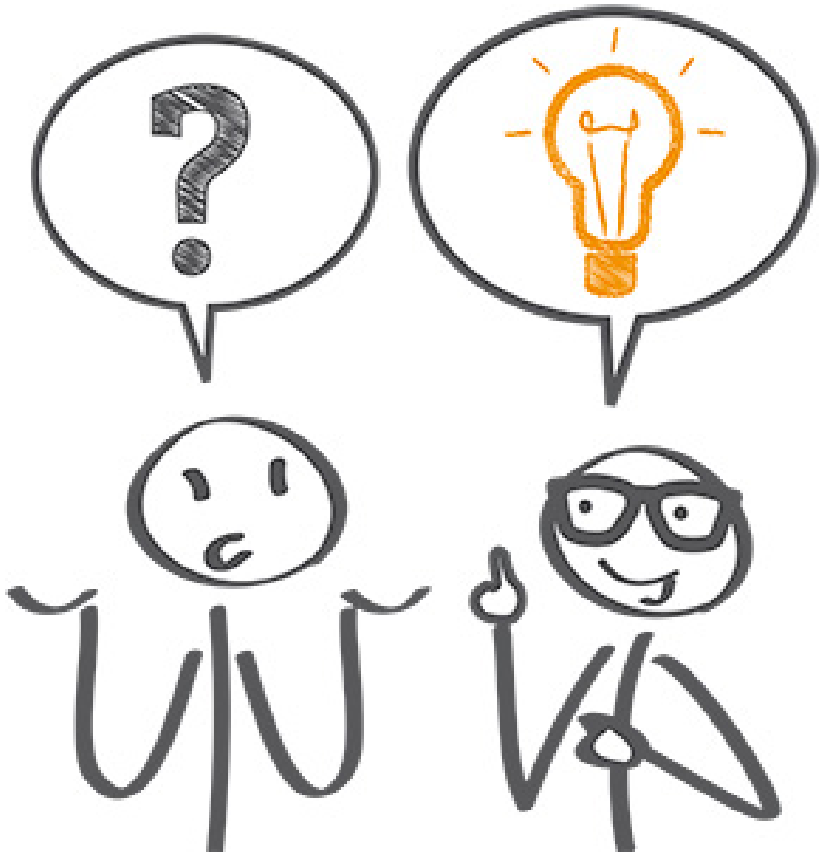
Institutional architecture

- Development of Targeted Institutions within the system and within the state – the influence of the EU or the USA, as well as other regional or global factors on institutional building.

- Subjective and objective institution management factor

- An international element within the institutions – strangers as advisors of certain roles or activities

Avoiding the society's perception of a local business



Investigating the structure of the company, which will be used for the project

- A support element on one hand and avoidance of unforeseen situations on the other. In communication theory, this is a segment of special lecture – positioning in a familiar environment. For the purpose of this lecture, the following should be considered: senior/professional positioning at the superior
- Creating friendship groups in the organization itself
- Distribution of the use of these groups in certain predefined situations
- Overlaps avoidance, etc.

Virtual communication. Mistakes. Conclusion.

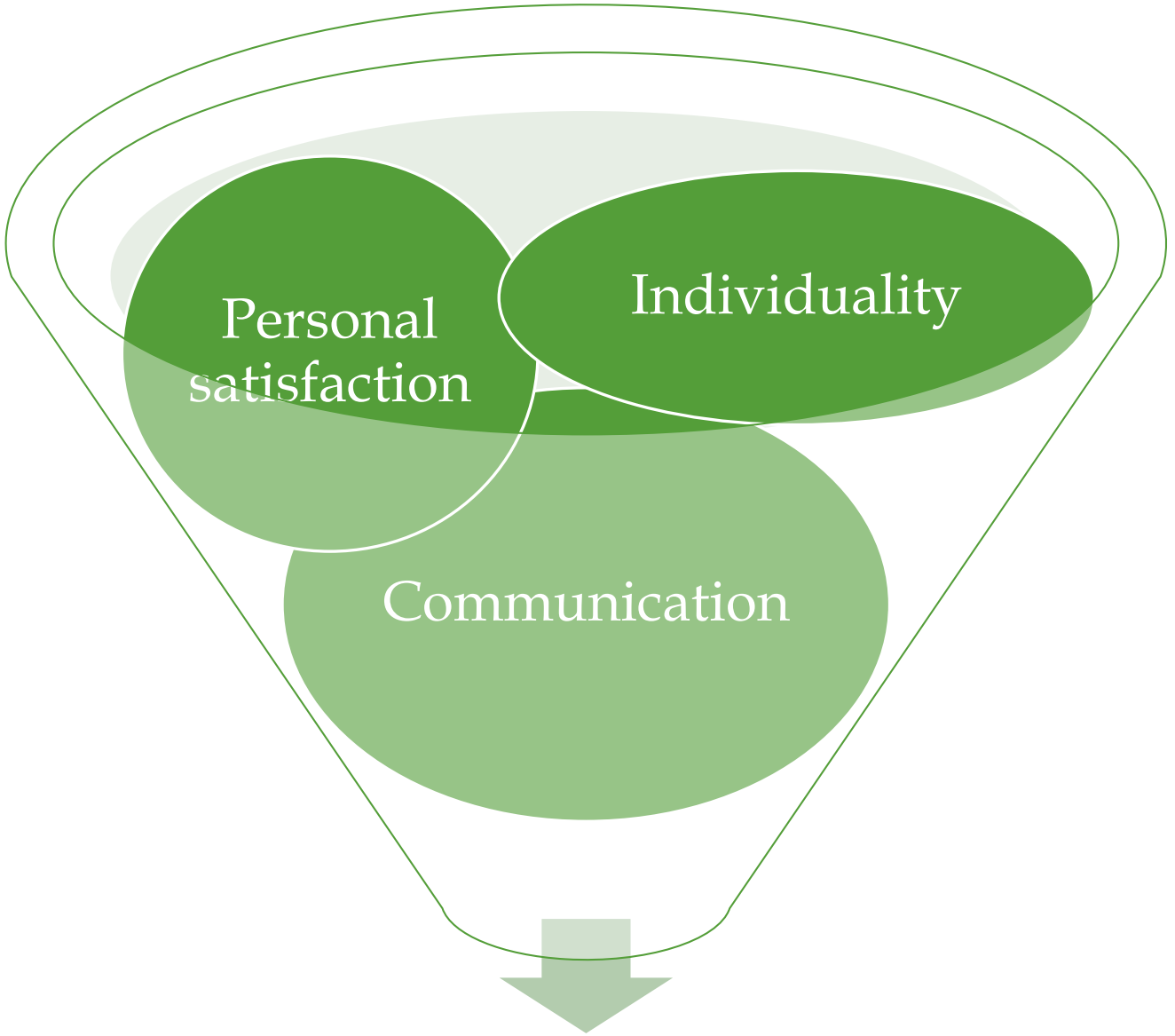
Virtual communication

- Constantly increasing
- In the business field usage of social networks should be strictly official; avoid personal profiles
- Website is a good option for advertising the project; a place to leave comments



Mistakes that happen during the project execution

1. The project manager is not a proxy person. He is an active side.
2. Over communication – the expression of the compression of communication and the lack of continuity.
3. Fear of communication. Soreness of depression.



Successful project

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