Communication Intelligence for IT professionals

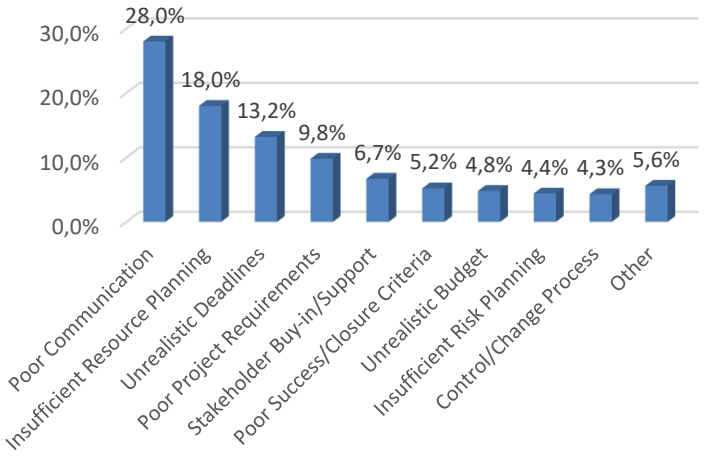
"A lot of people who focus on technology might think that communications skills don't matter, but if they are passionate about what they do and want to influence the company on the best way forward, the only way to do that is to convince others."
– Jack Santos, Research Vice President Gartner.

All IT professionals want to see projects that are within budget, on time, successful, properly tested, users say they got what they wanted and adopted by the organization. The reality is that very few IT professionals experience this. If we look at the success rate of IT projects from PMI and the Standish group very few projects deliver within budget, on time and accepted 100% by the stakeholders and users (see blue block below). In addition the cost to the organization for not delivering successfully is far beyond the additional cost of the project itself.
If we look at the graph below on why IT implementations fail, we will see that communication is the number 1 reason.

"Ineffective communications is the primary contributor to project failure one third of the time, and had a negative impact on project success more than half the time."
…. Project Management Institute
Communication is the key to success with any team, and team building requires the active participation and communication with every team member.
…. Standish Group

The impact on the morale of people can never be measured, especially if they followed the methodology, have all the skills and took all the precautions.

Just a 10% improvement on delivery on a $5M project…….$0.5M saving.



(Source : Poor communication causes most IT Projects failures, CompTIA)

Even after years and years of training people on technology skills and methodologies, using systems to manage implementations … IT implementations are still seen as an issue. This is happening, because people are the essence of any IT project. People are the main contributors to the success. And the people can only do it if communication is good.

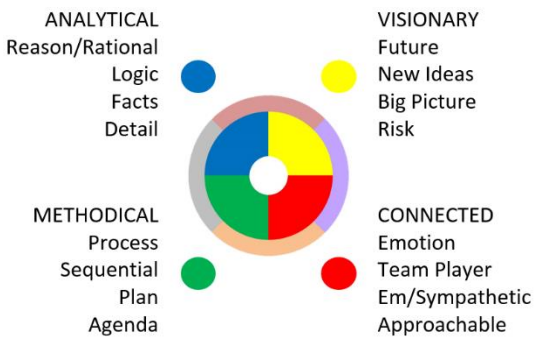
We are not talking about a communication process, e.g. once a week an email, minutes of meetings, documented requirements, change requests, agendas, etc. That fits into a methodology or a process. We are talking about communication that influences and persuades people, that builds relationships, that lets the team work as a great unit internally and externally. Communication from a persuasive humanistic perspective.

The most important contributor to success in communication is the ability to understand people and in the process of doing that, change our communication appropriately. **We all differ in our approaches to communication due to the fact that we all have certain preferences in our communication.** By understanding this, we can now change our own approach and make it more appropriate to any person/s we are dealing with and in that, greatly enhance our success. This workshop will show you how to effectively communicate in a way that influences all people.

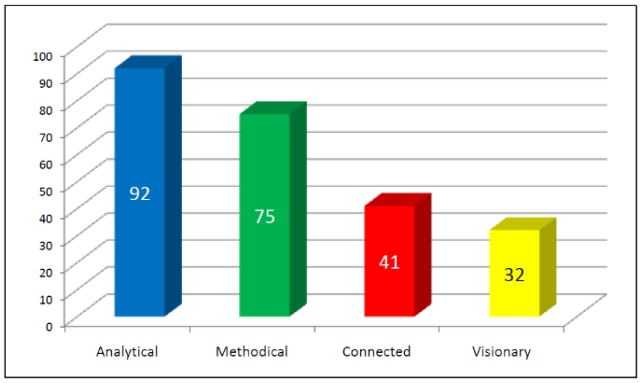
Each delegate will receive the award-winning 2interact communication profile, workshop material and build messages for their environment. The workshop uses the 2interact framework as the basis for understanding how people differ in their communication. This is critical for success for IT professionals and for projects. In addition (if applicable) a team profile will be generated to show tendencies within the team as well as tendencies of the team with other people or teams.

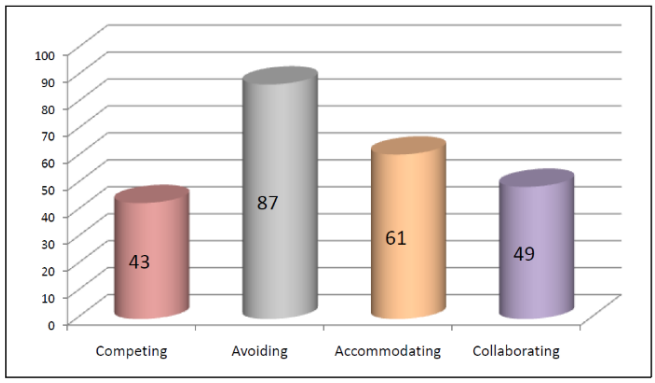
The 2interact framework shows preferences in 2 areas, namely the style of communication and the behavior in communication. Below are quick descriptors of the profile as well as typical preferences in communication graphs. There is no right or wrong, but understanding your own preference will allow you to change your approach.

The Styles of Communication



The Behaviors in Communication





This 2-day workshop focuses on making communication principles practical. Areas addressed:

1. What is good communication?
2. Different styles and behaviors in communication.
3. Understanding other people's and your own.
4. Making the styles of communication and the behaviors in communication practical for your role and/or team.
5. Making it practical in dealing with your stakeholders.
6. Trust and Ethics creation for the people you work with.
7. Influence and Persuasion within the team and externally.
8. Listening skills.

➢ **Who should attend?** All people associated with IT implementations. E.g. Business analysts, Programmers, Project managers, Change management, Testers, Architects, Users, Technical support, Scrum masters, all people part of an IT implementation team.

Customer statements

As a specialized software engineer in creating new technologies for global companies, I never realized how important communication is until I did this workshop. I wish I did this before I started working. – Space Advisory Services

Communication is so vital in project success. This workshop is what communication is all about. I would recommend this to any company and/or project. This was so valuable to our team. – Bytes Universal Systems

No matter whether you use Prince2, PMBOK, Agile or any other methodology. This is a must for successful implementation of projects. A must for any person in IT. Thanks 2interact for making this so practical and applicable. – Schroder

Awesome, awesome! Being in software development I did not realize that I might be communicating in a way that inhibits good relationships at work….using a process. This was so valuable and so practical. The best training I have ever done. – Microsoft

All material is available in English, French, German, Spanish, Dutch and Italian. Turkish is currently being developed. In addition, the training can also be done on a train-the-trainer basis.