

Why Communications Management?

Ricardo Viana Vargas, MSc, IPMA-B, PMP

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Ricardo Viana Vargas is a project, portfolio and risk management specialist. During the past 15 years, he has been responsible for over **80 major projects** in various countries in the areas of petroleum, energy, infrastructure, telecommunications, information technology and finances, comprising an investment portfolio of over 18 billion dollars.

He was the first Latin American volunteer to be elected Chairman of the Board for the **Project Management Institute (PMI)**, the largest project management organization in the world with close to 500,000 members and certified professionals in 175 countries.

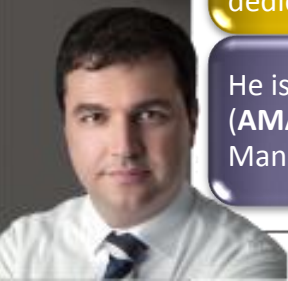
Ricardo Vargas has written **ten books** on project management, published in Portuguese and English, which have sold over 200,000 copies throughout the world. In 2005 he received the PMI Distinguished Award for his contribution to the development of project management and the PMI Professional Development Product of the Year award for the PMDome® workshop, considered the best project management training solution in the world.

He is a project management professor for various MBA courses, and actively participates on editorial boards for specialized journals in Brazil and the United States. Vargas is a recognized reviewer of the **PMBOK Guide**, the most important reference in the world for project management, and also chaired the official translation of PMBOK into Portuguese.

He is a chemical engineer and holds a master's degree in Industrial Engineering from UFMG (Federal University of Minas Gerais). Ricardo Vargas also holds a Master Certificate in Project Management from George Washington University and is certified both as a Project Management Professional (PMP) by PMI and as IPMA-B by the International Project Management Association. He attended the Program on Negotiation for Executives at **Harvard Law School**.

Over an eleven year timeframe, which began in 1995, Ricardo, in conjunction with two partners, established one of the most solid Brazilian businesses in the area of technology, project management and outsourcing, which had a staff of **4,000 collaborators** and an annual income of 50 million dollars in 2006, when Ricardo Vargas sold his share of the company to dedicate himself on a fulltime basis to the internationalization of his project management activities.

He is a member of the Association for Advancement of Cost Engineering (**AACE**), the American Management Association (**AMA**), the International Project Management Association (**IPMA**), the Institute for Global Ethics and the Professional Risk Management International Association (**PRMIA**).



Why Communications Management?

People give their best when they fully understand the decisions that affect them and the underlying rationale. They must realize

- What they must do and why
- Their performance against the expectations
- Their professional situation.



Communications Objectives

Foster understanding of the exact intention of others.

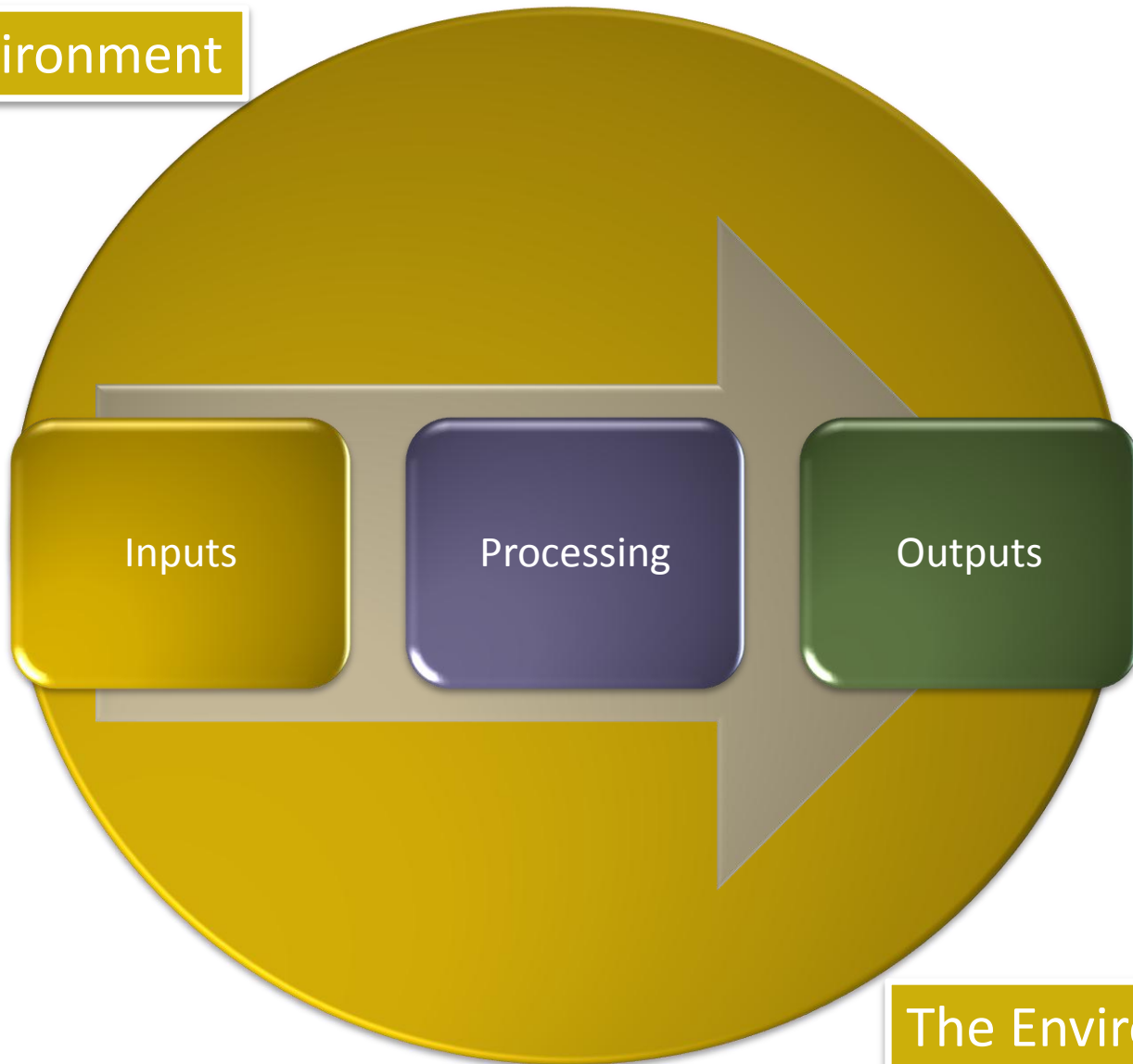
Be understood by others.

Obtain self-acceptance.

Act and produce the desired changes.

Information and the Company

The Environment



The Environment

The Environment and its Influences

Laws and regulations

Competition conditions

Technological innovations

Changes in the sociopolitical conditions

Economical problems

Change in the reserves of natural resources

Others

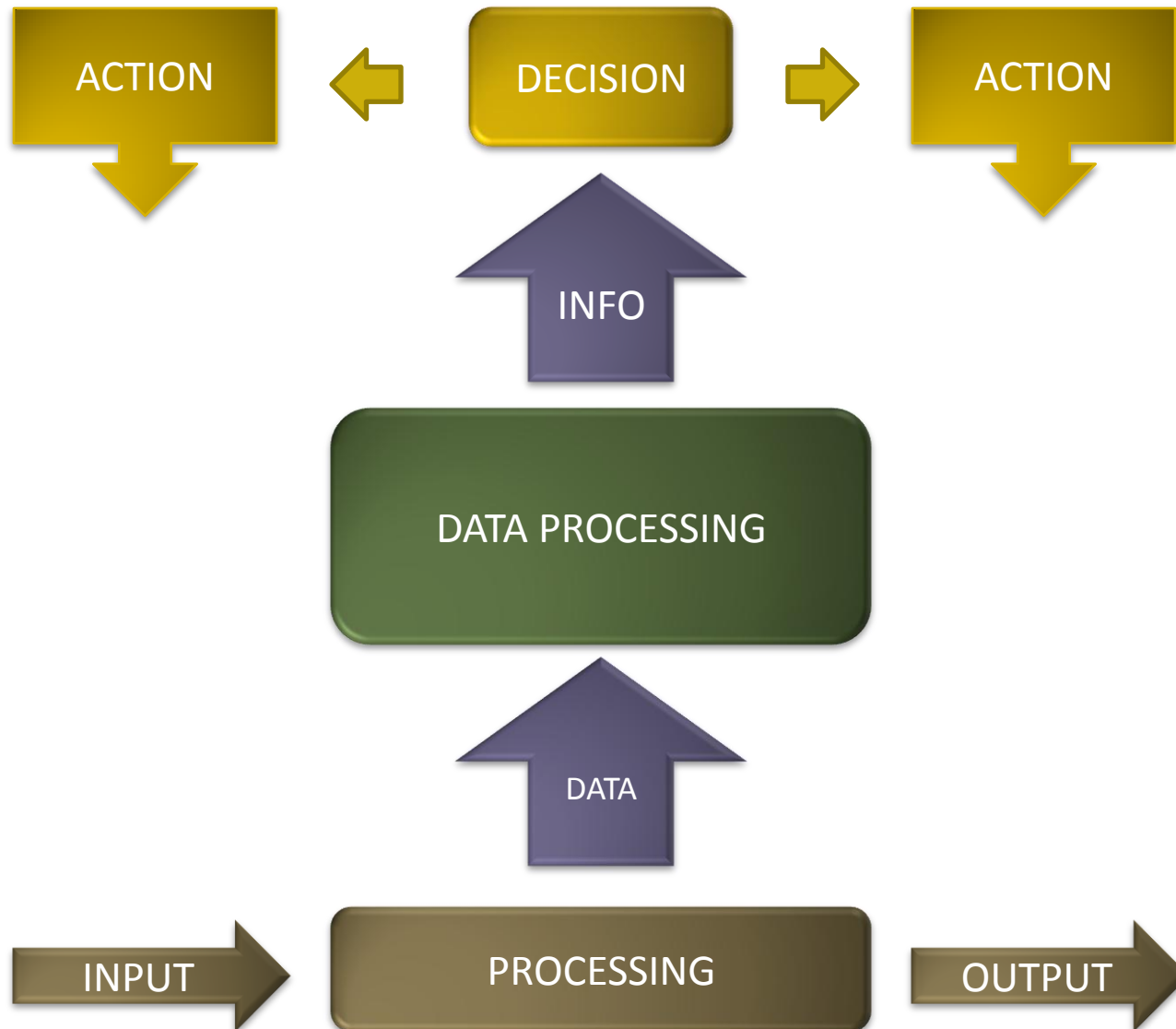


Information Systems and projects



IS are a group of procedures that aim at capturing what happens in the corporation and present the information in a succinct way, so as to subsidize the decision making process.

Information System and the Company System



Communications Main Benefits

Increase management
control

Make decisions more
agile

Guide in the re-
structuring of the
organization

Improve the ability to
adapt

Allow the development
of competitive
advantage and also
new techniques

Provides the
anticipation of
unpleasant situations

Communications and its main causes of failure

Insufficient or not reliable data.

Little systematization of processes

Little importance given to the distribution of information

Voluntary desire to leave out information

Lack of a standard in communications



A Few Ostacles for Communications

Beliefs

Personalities
differences

Religion

Technicisms

Distance

Distractions

Education

Emotions

Culture

Hidden
Motivations
(Masks)

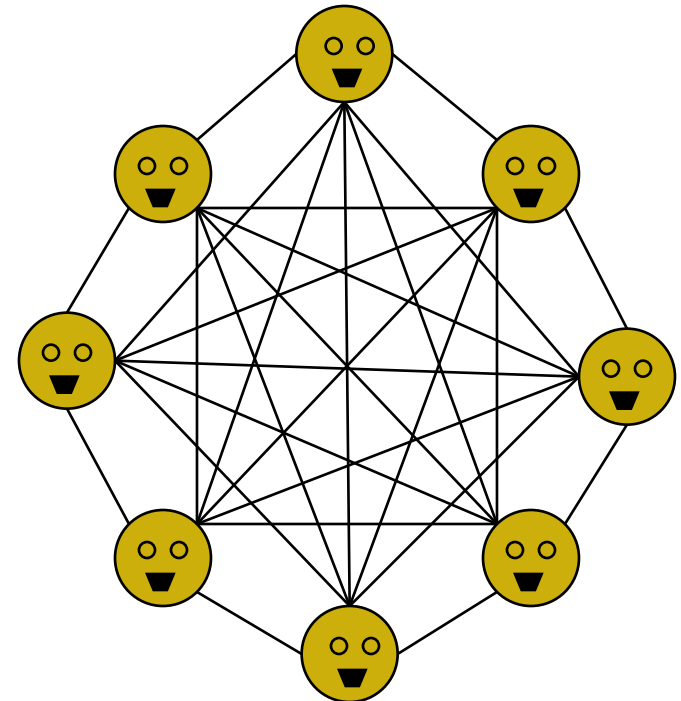
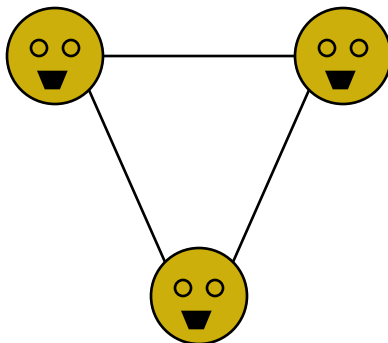


Communication Channels

Formula

- Number of communication channels

$$\frac{n \times (n - 1)}{2}$$



R I C A R D O
V A R G A S

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www.ricardo-vargas.com

**to access other presentations,
podcasts, videos and technical
content about project , risk and
portfolio management.**