

**THE PSYCHOLOGY AND  
TECHNOLOGY OF PROJECT  
COLLABORATION**

**Tools and Tips to Help You and Your Project  
Succeed**

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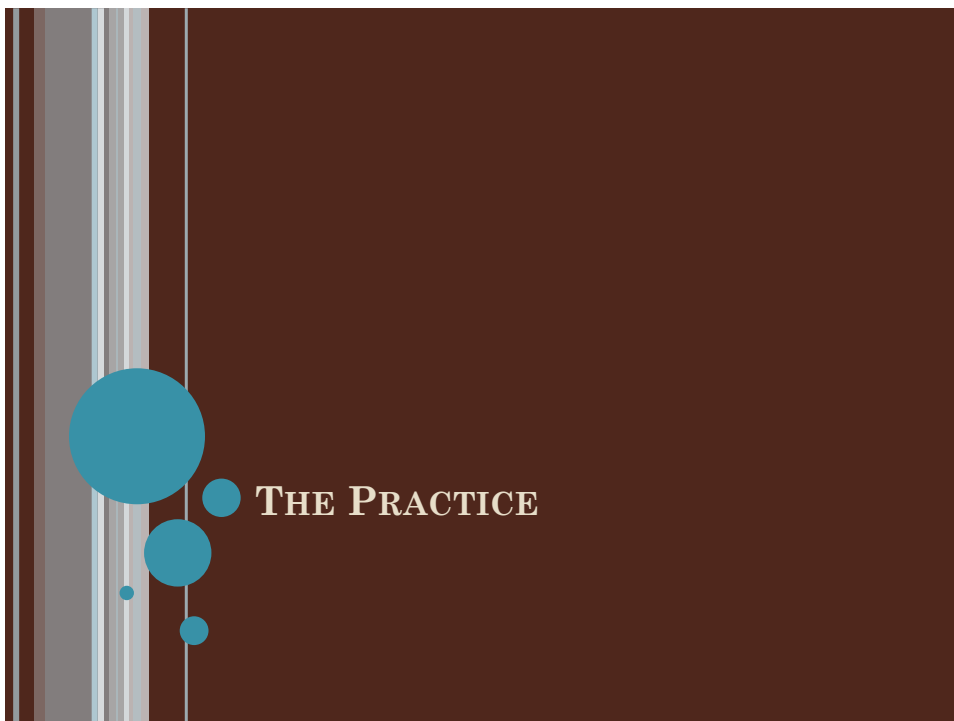
**The people who are most likely  
to fail never seem to have  
enough information.**

**.....David Wiscott**

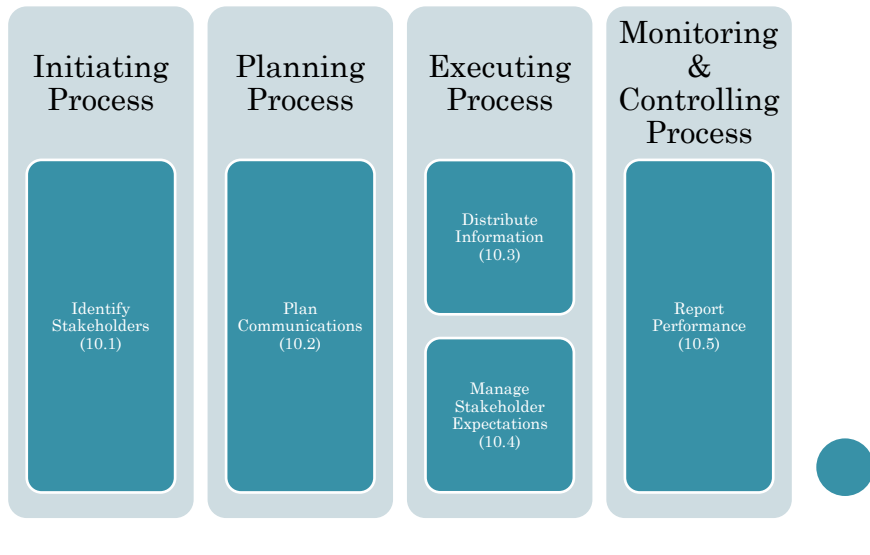


## OVERVIEW

- The Practice
  - Project Communications Management
- The Psychology
  - Collaboration
  - Group Interactions
- The Technology
  - Tool Samples



## PROJECT COMMUNICATIONS MANAGEMENT



## WHAT IS COLLABORATION?

**col·lab·o·rate**  (kə-lāb'ə-rāt') 

intr.v. **col·lab·o·rat·ed**, **col·lab·o·rat·ing**, **col·lab·o·rates**

1. To work together, especially in a joint intellectual effort.
2. To cooperate treasonably, as with an enemy occupation force in one's country.

[Late Latin *collabōrāre*, *collabōrāt-* : Latin *com-*, *com-* + Latin *labōrāre*, *to work* (from *labor*, *toil*).]

**col·lab'o·ra'tion** *n.*, **col·lab'o·ra'tive** *adj.*, **col·lab'o·ra'tor** *n.*

The American Heritage® Dictionary of the English Language, Fourth Edition

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## ANOTHER DEFINITION

- **Collaboration** is a recursive process where two or more people or organizations work together in an intersection of common goals — for example, an intellectual endeavor that is creative in nature—by **sharing knowledge**, learning and building consensus.
- In particular, teams that work collaboratively can **obtain greater resources, recognition and reward** when facing competition for finite resources.



Retrieved 5/18/10 from  
<http://en.wikipedia.org/wiki/Collaboration>

## HOW DO TEAMS FUNCTION?

### Dimensions of Group Interactions

<u>Informational</u>	<u>Procedural</u>	<u>Interpersonal</u>
<ul style="list-style-type: none"><li>• Focus on content: problem, data, solutions</li></ul>	<ul style="list-style-type: none"><li>• Focus on methods, processes</li></ul>	<ul style="list-style-type: none"><li>• Focus on people, cooperation, group loyalty</li></ul>

## WHY DO PROJECT MANAGERS CARE?

- Communication style must be adjusted to accommodate for stakeholder needs
- Virtual teams make communication more difficult
- More information is produced and must be shared among team members and stakeholders
- Sponsors make decisions based on information provided to them by the project team

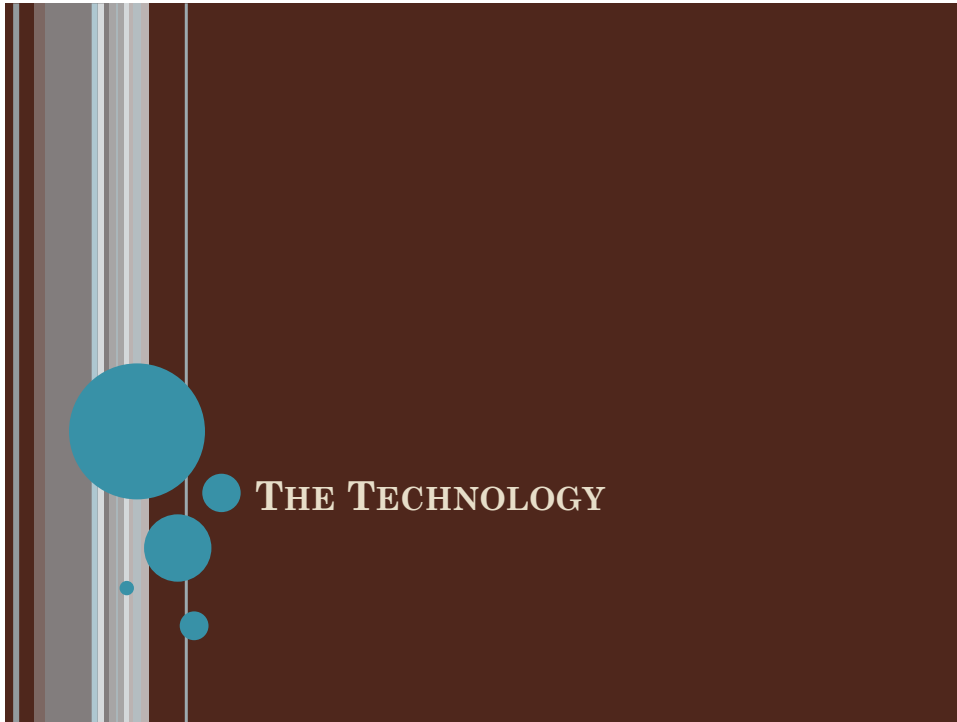
**A leader without information is  
like an engine without fuel.**



## BACK TO THE GROUP

- How do you share information, adhere to processes and methods, and develop a good interpersonal relationship with your team?
- Collocated Teams: Face to Face Meetings
- Dispersed Teams: Collaboration Tools





## THE RIGHT TOOL FOR THE JOB

- What are you trying to accomplish?
- What is the technology available?
- How much time do you have?



## A SAMPLE OF TOOLS

- Email
- Internet Groups (Google, Yahoo, Windows Live, etc.)
- SharePoint
- Web-based management applications
- Social Media (Twitter, Facebook, MySpace, etc.)
- Custom applications
- Dedicated Blogs and Websites

## EMAIL

### Pro

- Simple
- Convenient
- Everyone has it



### Con

- No central repository of decisions, data and processes
- Multiple versions of documents likely exist
- People left “out of the loop”
- Too many people “in the loop”

## INTERNET GROUPS

### Pro

- Easy to access
- Central repository of information
- Access can be controlled
- Shared Documents

### Con

- Not highly secure
- Poor document version control

Google groups  
YAHOO! GROUPS



## SHAREPOINT

### Pro

- Central repository of information
- Access can be controlled
- Document management
- Task and Event management

### Con

- Expensive and Complex to install
- Requires dedicated server and internet access if not within a corporate network

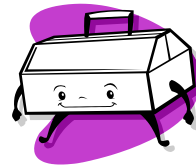
## WEB-BASED MANAGEMENT APPLICATIONS

### Pro

- Online access
- Document management
- Task and event management
- Similar to project management desktop software

### Con

- Need web hosting account or pay for access to SAAS tools
- May not be free
- More complex to learn



## SOCIAL MEDIA SITES

### Pro

- Simple to use
- Convenient
- Develops interpersonal relationships

### Con

- Public information is not secure
- May not appear “professional”



## BLOGS

### Pro

- Easily accessible
- Customizable for specific project needs

### Con

- Public information / not very secure
- Complex to set up
- High maintenance



## PMBOK REFERENCE

- PMBOK 4<sup>th</sup> Ed Chapter 10. Project Communications Management Knowledge Area

Nothing is so exhausting as  
indecision, and nothing is so  
futile.

.....Bertrand Russell



QUESTIONS?



Thank you!

