



Communications & Alignment on Expectations, Activities, and Deliverables

Expectations

- Understand ownership and priorities - set expectations
- Understand and agree on expectations to/from project leader and functional group
- Align to goals (revenue, strategic,)
- Be specific
- Understand what each party needs to be successful

Activities

- Communicate early and often. Document plans. Provide forums for discussion and alignment
- Cast a wide net – inform all functional areas, determine if input is required near-term, long-term, or if this is just an information exchange
- Provide timelines and understand dependencies and bottlenecks
- Assign someone the function of project coordinator, **execution is key**

Deliverables

- Just as the functional groups have deliverables, they are dependent on the project owner's deliverables
- Understand what is needed to and from each party
- Be specific & accountable
- Communicate regularly during the deliverable creation process - don't wait, iterate

