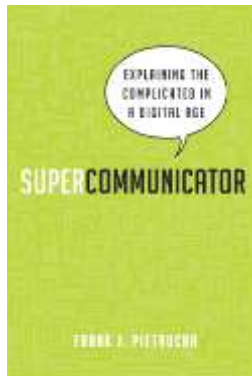


## PM WORLD BOOK REVIEW



Book Title: ***SuperCommunicator***

Author: **Frank J. Pietrucha**

Publisher: **AMACOM: American Management Association**

List Price: US\$17.95      Format: soft cover; 258 pages

Publication Date: 2014      ISBN: 978-0-8144-3368-3

Reviewer: **Kurt R. Grigsby**

Review Date: June 2014

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### Introduction to the Book

*SuperCommunicator* [Explaining the complicated so anyone can understand] is a practical resource to communicating effectively in this millennium. It guides us in recognizing how changing digital technology as a communication medium can be used and provides practical insights to bring meaning to your audience as you prepare your narrative for sharing.

### Overview of Book's Structure

This book utilizes 9 sections called Parts which contains associated chapters. The first 5 parts outline the basics of why and how to effectively understand the audience you intend to communicate with.

If you only had limited time to read this work, I believe the introduction to Part 5 is the heart and soul of this book. Parts 6-9 gives much deeper insight to what's required to relate to your audience and reinforces the importance and individual benefit of clear and concise communication while being yourself.

### Highlights: What's New in this Book?

The author provides many examples, illustrations, and easily understandable methods that can be used to communicate different types of subject matter with diverse audiences on multiple levels. The layout is easy to navigate and locate topics that are of interest to the reader.

## Highlights: What I liked!

The author reminds us to “check our egos” as we prepare our information to be communicated. He also reminds us without actually saying, “Don’t try to make your audience drink from a fire hose with the volume of your information”. This book also offers practical communication guidelines and directs us to other available sources for helpful tools and hints.

## Who might benefit from the Book?

Everyone who needs to articulate a complex concept or turn complicated subject matter into easy to understand language will benefit from reading this book. The author provides practical tips and techniques to “simplify and communicate your complex message” to your audience. This book is an excellent resource to anyone desiring to improve their communication skills.

## Conclusion

The author outlines how different communication styles and methods are required for different audiences. Digital technology is transforming how we communicate our thoughts and ideas but audience awareness must be considered when choosing the communication method.

To be a Super Communicator, the author ultimately reminds us to embrace and evaluate the best tool(s) available to deliver an effective and comprehensible message to our audience in a format that they want it in. The foremost point of Super Communicator is to deliver clarity to our audience regardless of the subject matter.

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For more about the book, go to the book’s webpage at  
<http://www.amacombooks.org/book.cfm?isbn=9780814433683>

*Editor’s note: This book review was the result of cooperation between the publisher, PM World and the Dallas Chapter of the Project Management Institute (PMI Dallas Chapter – [www.pmidallas.org](http://www.pmidallas.org)). Publishers provide the books to PM World; books are delivered to the PMI Dallas Chapter, where they are offered free to PMI members to review; book reviews are published in the PM World Journal and PM World Library. Reviewers can keep the books and claim PDUs for PMP recertification. PMI Dallas Chapter members are generally mid-career professionals, the audience for most project management books. If you are an author or publisher of a project management-related book, and would like the book reviewed through this program, please contact [editor@pmworldjournal.net](mailto:editor@pmworldjournal.net).*

## About the Reviewer



### **Kurt R. Grigsby**

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**Kurt R. Grigsby** is a project manager with 20+ years of broad technical and engineering problem solving experience and known for creative innovation in project execution, and implementation. He embraces the ongoing challenge of communicating complex ideas and technologies in clear language.