

PM WORLD BOOK REVIEW



Book Title: ***Communication for Continuous Improvement Projects***

Author: **Tina Kanti Agustiady**

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Reviewer: **Patrick James** Review Date: March 2015

Introduction

We all know the importance of communication and specially communication in managing project. Communication plays a very important key role in the success of any project. Significant numbers of projects have failed because of poor communication. Not only that but effective and attentive listening is equally important.

This book emphasize on effective communication which is important for the success of any project. You may have the best tools and experienced project lead but without proper and effective communication, there is always a high risk of project failure.

Tina Agustiady, an expert in lean six sigma and continuous process improvement guru, has summarized this book in such a way that it is very easy to follow and understand the concepts. Even though most of the examples and references are from the manufacturing industry, still same continuous improvement methodologies and concepts can be easily adopted by any organization across the board.

Overview of Book's Structure

This book consists of 12 chapters with real time and easy to understand business examples, with charts, graphs and tables. Author has summarized the major concepts from effective communication to emphasis on best-in-class practices, maintaining sustainability, empowering employees. Tina has highlighted the importance of managing project teams and project sponsors in the similar way you would manage a project itself, by effective communication, how to build trust in your team, how to change status quo, how to empower decision making. Tina has also shared her experience and knowledge about visual communication as well as lean six sigma and TPM (Total Production Maintenance).

In Chapter 11 – “Continuous Improvement Toolkit” – Tina has summarized a comprehensive list of more than 45 tools and methodologies with real-life examples that can be used for continuous process improvement. This chapter can be used as

a quick reference guide to select a tool as a best possible solution according to the situation and industry. All listed tools have been defined and explained with easy to follow graphs, charts and diagrams.

Highlights

This book is a complete guide for effective communication to successfully integrate continuous process improvement projects. Throughout the book you will find very useful codes and references from very successful people who have either worked with the author, done research, or written articles & books on this important topic.

Here are few codes that I would like to share:

- When people talk, listen completely. Most people never listen!
- Communication is the real work of leadership
- There are managers so preoccupied with their e-mail messages that they never look up from their screens to see what's happening in the non-digital world
- If you want to prosper for a year, grow rice. If you want to prosper for a decade, plant trees; but if you to prosper for a century, grow people

I appreciate the fact that this book is not only based on author's personal experience and research in this field, she was generous enough to include other people's successful experience and analysis as well, hence making this book a more complete solution for our challenges to manage communication gaps while conduction continuous improvement projects.

Highlights; What I Liked

I like the layout of this book that covers communication plans for continuous improvement projects with examples illustrated with charts, tables and graphs. Every concept and definition has been explained in details with easy-to-follow steps. Also case studies have been added to explain the issues or organization's challenge, action plan and implication of best possible solutions.

Since all the details and examples are based on case studies, intensive research and references from real life business challenges, any business organization can relate to these ongoing continuous improvement challenges. Consequences of not having a proper communication vs benefits of properly planning and implementing communication plans while conducting continuous process improvement projects have been highlighted and explained throughout the book.

Who might benefit from the Book?

This book is for all levels of management personnel from the top executives to project support team and students who are pursuing their career in the field of project management. It is a comprehensive communication guide to reduce project communication gaps and successfully deliver projects on time. This book provides

step-by-step guidance with examples to integrate communication plans while performing continuous process improvement projects.

If you are struggling with controlling your project because of communication gaps, this book can definitely provide you with tools and useful tips to narrow this gap.

Conclusion

Book is based on author's many years of experience and study on communication for continuous improvement projects that can be used as a guide to successfully complete your next project with effective communication plans. All the content in this book are very well put together from the start to the end giving easy to understand illustrations and examples. This book not only highlight the communication gaps while planning and executing your project work but gives you the well proven and best utilized tools and tricks showing how to implement them in your projects.

This book is equally useful for all levels of project team, whether you are a senior executive, seasoned and experienced project manager, or just starting your career in the project management field. It's a great reference book that should be on every project manager's bookshelf to not only refresh his or her existing communication skills but to increase knowledge for adopting new communication skills.

For more about this book, go to: <http://www.crcpress.com/product/isbn/9781466577756>

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About the Reviewer



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Patrick James MBA, PMP, graduated from Punjab University in Lahore, Pakistan, with a major in Mathematics & Statistics; he has an MBA in Marketing from Preston University. He earned his PMP Certification in 2014. 8 years ago while working as an analyst he slowly started advancing his true passion to work as a project manager and to manage complex and challenging projects. Over the last 5 years he has successfully managed several Business Process Improvement and re-engineering projects. He likes working with cross functional teams in a collaborative environment. Patrick is an active member of the Project Management Institute (PMI®) and the PMI Dallas Chapter. He likes to read articles & books on Project Management, IT and Business Optimization. Patrick can be contacted at patrick.james777@gmail.com