
P/PM PUBLISHING NEWS

The Persuasive Project Manager

New book by Dr. Bill Brantley addresses communications for understanding

2 June 2019 – Washington, DC, USA – A useful little book on project communications has been authored and published by **Dr. Bill Brantley** titled “***The Persuasive Project Manager: Communicating for Understanding.***” According to Dr. Brantley, a part-time adjunct professor at the University of Maryland’s Center for Project Management Excellence and previous author for the *PM World Journal*:

“You may have heard that “90% of a project manager’s work is communication.” But, have you heard why communication is so important and what is good project management communication? Answering those questions is why I spent the last ten years studying project management communication and what makes a successful project. Not only as a working project manager but as a communication researcher.



I found that project management communication needs to be reinvented for today’s more complex and agile projects. Communication is no longer just the transfer of information and giving directives to project teams. Modern communication theory is based upon creating shared understanding – “the coordinated management of meaning.” And nowhere is it more important to manage and coordinate meaning – and understanding – than in projects.

In my book, I will explain:

- How to communicate for understanding instead of just giving information.
- What Aristotle taught us about effective communication and why his 2,000-year old advice is still vital to persuasive communication.
- How the “Coordinated Management of Meaning” can help you develop and lead high-performing project teams.
- Why the project manager is the communication hub and how you can better manage the flow of project communication.
- Why project managers need to master both emotional intelligence and cultural intelligence when communicating with their project teams and stakeholders. Be more effective in negotiations when you understand the hidden emotional and cultural subtexts.
- What cognitive biases are and how they are barriers to understanding. This book will teach you how to recognize and overcome cognitive biases to better communicate your message.
- How to effectively communicate online with a distributed workforce by virtually “present.”
- Why communicating for understanding is the foundation of being a coaching, situational leadership, and servant leadership project manager.

This is not just a book on theory; I also give the working project manager practical tips and tools to help him or her improve their project management communication. These workplace-tested tips and tools are ready to use today as you manage your projects.

I wrote this book because I couldn't find many books on project management communication. And the books I found were mainly focused on the outdated information transfer model. Because communication is important to project success, this book is dedicated to giving project managers the latest communication research and methods so he or she can create a culture of understanding in projects and increase the chances for project success."

[Learn more or order the book from Amazon here.](#)

This is a good book, easy to read and only \$14.99.