

# Handout for Presentation

## Improve Project eCommunications by **Impacting** Stakeholders' Human Interfaces

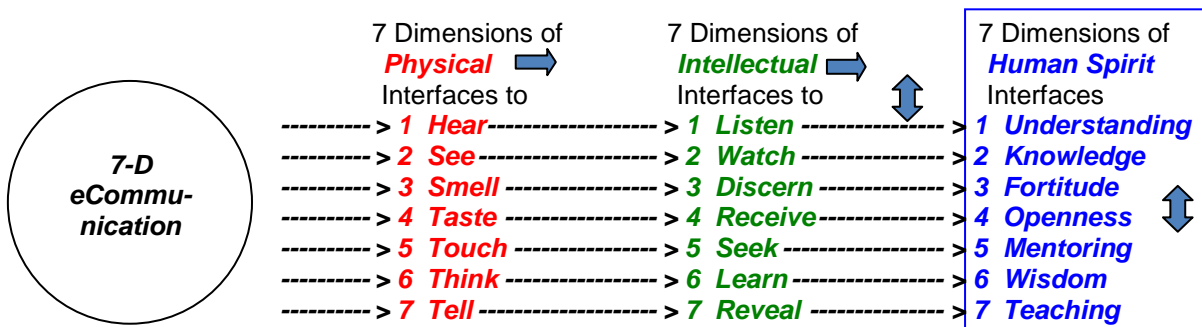
By **Kenneth R. Kozy, PMP, MBA, Green Belt – Lean Six Sigma**

Is your goal to send your Project Stakeholders electronic communications (eCommunications) that are clear, understandable, effective, and efficient, and that affect your recipients more profoundly? To achieve this goal, you can use *7 Dimensional eCommunications (7-D eCommunications)*.

Definition: A *7-D eCommunication* is a Plan Communications Tool and Technique used to impact the Project Stakeholders' 7 Dimensions of *Physical* Interfaces, 7 Dimensions of *Intellectual* Interfaces, and 7 Dimensions of *Human Spirit* Interfaces in order to communicate information in an effective and efficient manner.

The more Dimensions of Stakeholders' Human Interfaces that are impacted, the more likely the recipients will focus on the communication, view it as a priority, remember it, think about it, acknowledge it, share it with others, send feedback, and take action

Examples of *7-D eCommunication Tools* include: eMail, eAudio, eVideo, eBook, and eWebCast (See Exhibit 4). You can use those *7-D eTools* with your critically important message content to impact the key *21 Dimensions of Human Interfaces* of your Stakeholders that are listed in Exhibit 1 below.



**Exhibit 1: 7-D eCommunications impact the 7 Dimensions of *Physical* Interfaces, the 7 Dimensions of *Intellectual* Interfaces, and the 7 Dimensions of *Human Spirit* Interfaces**

See the Paper for an Example (Exhibit 2) and use of the Template (Exhibit 3).

### Objectives of the Paper and of this Presentation:

1. Help you improve your eCommunications to Stakeholders by using the 7-D eCommunications Concept
2. Define the 7-D eCommunications Concept and its benefits
3. Show how this Concept complements the PMBOK Guide (Ch. 10, Project Communications Management)
4. Provide examples, Template, Table, and an exercise to practice developing your 7-D eCommunications
5. Challenge you with a short Task so you can experience 7-D Communication
6. Demonstrate how you can send a 7-D eCommunication today
7. Provide references to 7-D eCommunications Tools you may use

Below is Exhibit 4 displaying a Table of Interfaces, Tools, and Attributes of Human Interfaces.

<b>PHYSICAL INTERFACES</b>	<b>INTELLECTUAL INTERFACES</b>	<b>HUMAN SPIRIT INTERFACES</b>	<b>TYPICAL 7-D eCommunications</b>
<b>.Some Attributes</b>	<b>.Some Attributes</b>	<b>.Some Attributes</b>	<b>.eTools to impact Interfaces</b>
<b>1 To Hear</b>	<b>1 To Listen</b>	<b>1 Understanding</b>	
<ul style="list-style-type: none"> <li>.Ears to hear</li> <li>.Hearing all sounds at location or from an audio recording</li> </ul>	<ul style="list-style-type: none"> <li>.Focus on specific sounds</li> <li>.Interpret meanings, tone, clarity, voice, context</li> <li>.Active Listening</li> </ul>	<ul style="list-style-type: none"> <li>.Analyze data, facts, &amp; Information in memory</li> <li>.Repeat or write</li> <li>.Control emotions; Focus on words, events, &amp; meaning</li> <li>.Interpretation of reality; Empathy</li> </ul>	<ul style="list-style-type: none"> <li>.eMail &amp; link/attach audio eFiles; Audio eBook; Music CD/DVD</li> <li>.eScan &amp; convert text or screen display to audio sound to hear</li> <li>.eSpeech processor software; eRecord</li> </ul>
<b>2 To See</b>	<b>2 To Watch</b>	<b>2 Knowledge</b>	
<ul style="list-style-type: none"> <li>.Eyes to see</li> <li>.Viewing full field of vision at a location or on a screen</li> </ul>	<ul style="list-style-type: none"> <li>.Focus on specific subject</li> <li>.Witnessing, a perception</li> <li>.Electronic real, uncut, unmodified event, with clear view</li> <li>.People movement, action</li> <li>.Reading, viewing</li> <li>.Observe gestures, Facial expressions and animation</li> </ul>	<ul style="list-style-type: none"> <li>.Experience event &amp; convert it to memory or electronic storage</li> <li>.Useful Info; Expected results; Deviations</li> <li>.Results of scientific observation</li> <li>.Map people to subject &amp; event</li> <li>.Compare &amp; relate to other experiences, people, &amp; events</li> <li>.Test relevance, truth, &amp; reality</li> </ul>	<ul style="list-style-type: none"> <li>.eMail &amp; link/attach video, photos with sound</li> <li>.Social eNetworking (Facebook, Twitter, Linked-in, etc.)</li> <li>.Search results; Project Website contents</li> <li>.Word Processor, OneNote, Excel, ePowerPoint, Project software</li> <li>.Descriptive Video Services</li> <li>.eResearch, eEncyclopedia</li> <li>.eConferencing, eBooks</li> <li>.eKnowledge Mgmt DB</li> </ul>
<b>3 To Smell</b>	<b>3 To Discern</b>	<b>3 Fortitude</b>	
<ul style="list-style-type: none"> <li>.Nose to smell scents</li> <li>.Smelling all scents at a location</li> </ul>	<ul style="list-style-type: none"> <li>.Focus on specific scent</li> <li>.Danger to avoid; Prefer security</li> <li>.Attracted to; Accepting</li> <li>.Reject false, untrue, misinformation</li> <li>.Mental "scent" of Ideas; Hunch</li> </ul>	<ul style="list-style-type: none"> <li>.Strength to follow beliefs</li> <li>.Endurance &amp; courage to pursue truth &amp; ethical decision making</li> <li>.Moral strength; Differences are ok</li> <li>.Take action against lies &amp; slander</li> <li>.Perception</li> </ul>	<ul style="list-style-type: none"> <li>.Provoke memory of Scent in eMail &amp; links; "4-D" Movie</li> <li>.eBlog of beliefs &amp; opinions</li> <li>.eReports of analysis &amp; findings</li> <li>.eAlerts re untruths &amp; Scams</li> </ul>
<b>4 To Taste</b>	<b>4 To Receive</b>	<b>4 Openness</b>	
<ul style="list-style-type: none"> <li>.Mouth's taste buds to test &amp; savor what is eaten &amp; drank</li> <li>.Tasting everything in mouth &amp; on tongue</li> </ul>	<ul style="list-style-type: none"> <li>.Focus on specific taste</li> <li>.Taste of new foods, drinks, ideas, &amp; concepts</li> <li>.Inviting; Open minded</li> <li>.Receiving ideas, people, &amp; differences</li> </ul>	<ul style="list-style-type: none"> <li>.Available to good advice, different ideas &amp; people;</li> <li>.Diversity</li> <li>.Humility, piety, selflessness</li> <li>.No pre-judgment of ideas or people</li> <li>.Make self available to experiences</li> </ul>	<ul style="list-style-type: none"> <li>.Provoke memory of food or beverage taste in extended eMail &amp; links, eBook, eVideo</li> <li>. "4-D" Movie; Multi-dimensional experiences; RSS; eForums</li> <li>.Sensitivity training eBlog</li> <li>.eReference lists</li> </ul>

(Exhibit 4 Continued)

<b>PHYSICAL INTERFACES</b>	<b>INTELLECTUAL INTERFACES</b>	<b>HUMAN SPIRIT INTERFACES</b>	<b>TYPICAL 7-D eCommunications</b>
(continued)	(continued)	(continued)	(continued)
<b>5 To Touch</b>	<b>5 To Seek</b>	<b>5 Mentoring</b>	
<ul style="list-style-type: none"> <li>.Realization of the sense of touch</li> <li>.Touch as sensed by any body part</li> </ul>	<ul style="list-style-type: none"> <li>.Focus on stimulus, event</li> <li>.Search; Ask, seek, knock</li> <li>.Contact; Interaction</li> <li>.Feelings, reach out, identify</li> </ul>	<ul style="list-style-type: none"> <li>.To advise &amp; to be advised</li> <li>.To counsel &amp; to console</li> <li>.Confiding; Share experiences</li> <li>.Solve problems &amp; Encourage</li> <li>.Empathy</li> </ul>	<ul style="list-style-type: none"> <li>.Touch screens, mouse, Keyboard, IM</li> <li>.Tactile controls; Texting</li> <li>.eMessage; Remote mentor Group; eConferencing</li> <li>.Social eNetworks</li> <li>.Internet Search</li> </ul>
<b>6 To Think</b>	<b>6 To Learn</b>	<b>6 Wisdom</b>	
<ul style="list-style-type: none"> <li>.Brain integrates all the above sensory &amp; mental Information into memory</li> <li>.Realization of inputs from the 5 senses</li> <li>.Formulates decisions</li> </ul>	<ul style="list-style-type: none"> <li>.Focus on ideas, remember, use info acquired</li> <li>.Study subjects; Integrate the intellectual interfaces, new information &amp; recollections</li> <li>.Map information to other thoughts &amp; determine what is newly learned or re-enforced learning</li> </ul>	<ul style="list-style-type: none"> <li>.Gather from all Interfaces, experiences, thoughts, &amp; memories and then analyze them</li> <li>.Ethical decisions; Looking for potentially good outcomes</li> <li>.Process data into information, information to knowledge, &amp; apply it to new situations</li> <li>.Applying what was learned to determine best decision</li> </ul>	<ul style="list-style-type: none"> <li>.eSoftware integration of interfaces, memory, logic, &amp; processes helping the Brain to sort, memorize, or process information</li> <li>.eCourses; Interactive learning</li> <li>.eFAQs; eResearch; eBlogs, SoP</li> <li>.eReport: Status, Lessons Learned, Performance</li> <li>.eConferencing by SmartPhones</li> <li>.Applying consensus of Wisdom by eVote</li> </ul>
<b>7 To Tell</b>	<b>7 To Reveal</b>	<b>7 Teaching</b>	
<ul style="list-style-type: none"> <li>.Brain shares sensory &amp; physical experiences, memories, &amp; ideas with others through voice, gestures, writing, &amp; body language</li> <li>.Describing ideas, experiences, &amp; the perceptions of the 5 senses</li> <li>.Give feedback</li> </ul>	<ul style="list-style-type: none"> <li>.Focus on &amp; share identity, personal reactions, inner thoughts, feelings, &amp; emotions</li> <li>.Share your memories of experiences &amp; ideas</li> <li>.Translate your own experiences into outputs</li> <li>.Share new ideas &amp; insight</li> <li>.Audience &amp; Stakeholder feedback of their needs &amp; message</li> </ul>	<ul style="list-style-type: none"> <li>.Correlate &amp; share experiences, disciplines, ideas, readings, &amp; findings</li> <li>.Caring for organization, co-workers, neighbors &amp; self by sharing &amp; touching their lives</li> <li>.Socratic approach; Question &amp; answer, FAQ; Ask questions before giving answers</li> <li>.Love &amp; respect a Deity, Principles, &amp; others</li> <li>.Teaching; Evangelizing an idea</li> <li>.Interactively share beliefs, understanding, knowledge, &amp; wisdom</li> </ul>	<ul style="list-style-type: none"> <li>.Produce eText, eArt, audio/video, eCourses, presentations to share</li> <li>.eRecord text, audio, &amp; video; eReport status</li> <li>.eMessaging; eMail; eBlogs</li> <li>.eConferencing; eSeminars</li> <li>.Social eNetworking (Facebook, Twitter, Linked-in, etc.)</li> <li>.eArchiving; ePublishing; eBibles</li> <li>.eIndexing of files; eWorksheets</li> <li>.eFAQ, eTOC; Webinar</li> <li>.Interactive personal Web Site &amp; available downloads; eBooks; eTraining</li> </ul>

**Exhibit 4: Correlating Typical 7-D eCommunications with the 7 Dimensions of *Physical*, *Intellectual*, and *Human Spirit* Interfaces and their Attributes**

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### Task: a 2-Minute Exercise

- Greet the person next to you (shake hands or just smile)
  - Ask the 4 questions & write down the responses in your Exhibit 5 below within 2 minutes
  - Then, that person will ask you same questions & write your responses below within 2 minutes
  - Two minutes for each person, total of 4 minutes
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1) What is your **NAME**?

(first name or nick name)

2) Your favorite **FOOD** and **DRINK** and **WHY**?

(e.g. McDonalds Fries, fruit – because mouth-watering, tastes/smells like, reminds you of?)

3) One **NEW IDEA** you learned at PMI sessions?

(e.g. from featured speaker, sessions, Paper read)

4) Do you plan to **APPLY IT** back at your job?

(yes, no, depends ...)

### Exhibit 5: Form to write Answers to the Two-Minute Task of Four Questions

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### Send a 7-D eCommunication to Your Conference Stakeholder

*How? Use your Smart-Phone with Video >>*

- a. Turn on Video, introduce yourself or the other person (with their permission) & say where you are
- b. Record the 4 Questions and answers given
- c. Stop the video file & choose to “Send via eMail”
- d. Type 7-D message explaining why you are sending this 7-D eCommunication & include link to the Paper
- e. Enter “Send-to” name & send this 7-D eMail to your PMI Conference Stakeholder from your Smart-Phone



### Exhibit 6 - Turn Task into a 7-D eCommunication for your Conference Stakeholder

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**Below is Exhibit 7 – the Template Tool used for preparing the 7-D eCommunication.**

**From Communication Plan for Project: 2-Minutes Task Video      Audience: PMI Project Managers**

<b>7-D eCommunication type: 1-on-1, Video, eMail</b> <b>Below, enter notes on content</b>	<b>Below, enter Impacts on the 7 Dimensions of Interfaces: Physical, Intellectual, &amp; Human Spirit</b>
Verbally explain process; Each person answers questions verbally; 7-D eCommunications	<b>1 To Hear:</b> Hear task process; Hear answers; Hear explanation of 7-D eCommunications
Process & questions displayed in text, slides, & handouts; 1-on-1 personal interface & video	<b>2 To See:</b> Read questions in handout & slides; Look at person giving answers
Question on food & drink answered along with “why” to elicit memory of scent	<b>3 To Smell:</b> Memory of prior scents of specified foods and drinks; Experiential
Question on food & drink answered along with “why” to elicit memory description of taste	<b>4 To Taste:</b> Memory of prior tasting of specified foods and drinks; Experiential
Ask to acknowledge each other at introduction; Write replies	<b>5 To Touch:</b> Shake hands or exchange smiles; Write answers with pen & paper, type, or video
Ask each other for name, favorite food & drink, why, new idea, and application	<b>6 To Think:</b> Above senses relate info to brain to integrate into memory, ideas, & decision making
Ask each person to ask & answer same questions	<b>7 To Tell:</b> Respond with answers to same verbal questions from the other person
Ask to turn to person physically close to focus near on responses	<b>1 To Listen:</b> Focus on what the other person is saying while ignoring other sounds heard
Ask for one-on-one interview with person near at hand and easy to focus on person	<b>2 To Watch:</b> Focus on other person who is speaking, gesturing, & moving body
Ask to carefully record responses so each may use later in 7-D eCommunication	<b>3 To Discern:</b> Focus on own memories to differentiate; Evaluate if questions answered
Ask that each question be answered as spoken and recorded accurately (video or on handout)	<b>4 To Receive:</b> Receive, do not ignore, all that is related & new idea accurately; No interference
Ask each person to partner with a person next to them; Questions read & asked respectfully	<b>5 To Seek:</b> Ask other person for answers & feelings; Comfortable, sharing atmosphere
Ask to record info to experience demonstration of 7-D eCommunications concept	<b>6 To Learn:</b> New information, person, ideas, culture, & mapping these to your memory
Ask that each question be answered honestly; New idea from this conference & if will apply	<b>7 To Reveal:</b> Share your identity, what you think about new idea, favorite food & drink, & why
Ask to explain understanding of answers & 7-D Exercise to Stakeholder	<b>1 Understanding:</b> Analyze what was said to accurately report & record it
Ask to record to help remember responses & place into personal memory data base	<b>2 Knowledge:</b> Put answers and experience into memory data base for future use; Aid memory
Ask to record response accurately and without interference or “noise”	<b>3 Fortitude:</b> Do not interfere with other person’s meaning even if conflicts with yours; Integrity
Ask not to prejudge responses; May be other cultures (handshake, smile, bow, food, drink)	<b>4 Openness:</b> Open self to different ideas & people; Allow diversity with no prejudgment
Ask to encourage other person to respond and help if problem with question or language	<b>5 Mentoring:</b> Help elicit answers if other person hesitant; Encourage & advise if requested
Ask if will apply new idea back at job; Both people answer same question	<b>6 Wisdom:</b> Use understanding & knowledge of this experience to apply to new situations
Ask to share new idea & if apply; Food, drink & why that may be new or different to others	<b>7 Teaching:</b> Share own ideas & favorites; Why; Evangelize preferences in respectful way

**Exhibit 7 - Template Tool for Mapping the Impact of your 7-D eCommunication to the 7 Dimensions of Physical, Intellectual, and Human Spirit Interfaces**

## FAQ – Frequently Asked Questions

### How did you discover the concept of Physical, Intellectual, and Human Spirit Interfaces?

Usually, even before primary school we formally learned about our 5 senses, thinking and telling each other things – so I guess that’s when we discovered our Physical Interfaces which are the basis of this 7-Dimensional Communications Concept. Soon after we learned to listen, watch, discern, receive, seek, learn, and reveal our thoughts using our Intellectual Interfaces. Some began to learn the Human Spirit Interfaces, as I did, through their religious scriptures and Bible, such as, Isaiah 11: v. 1-3, which many call the “7 Gifts of the Holy Spirit of God.” The Gospel Books also discuss these Interfaces. Others believe Human Spirit Interfaces to be intellectual extensions only, and of human origin, hence the name.

### Why 7-D eCommunications?

Some believe there are more than 5 physical senses, and more intellectual and spiritual interfaces than proposed in this concept. However, this concept of 7-Dimensional eCommunications impacting the three groups of our human interfaces effectively and efficiently appears more intuitive to our daily living and work and simpler to understand and apply.

### Where do emotions, reactions, behavior, prejudices, and truthfulness of an eCommunication fit into this concept?

The last paragraph on Page 2 of the Paper discusses these issues. Several slides in the Presentation also covered these topics.

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### Exercise: Invite Stakeholders to a Project Kickoff Meeting using a 7-D eCommunication

To apply what you have learned, write a *7-D eCommunication* eMail to invite Stakeholders to a local Project Kickoff Meeting for one of your new Projects. Budget is no problem; use multi-media as needed. Design it to impact as many of the *21 Dimensions of Human Interfaces* as possible. It is not complicated – just apply the Template shown in Exhibit 3. (A blank Template is available at: [www.KenKozy.com](http://www.KenKozy.com) – click on Tab “2011 7-D eCom.”)

Next, compare your completed work: download an example demonstrating maximum impact on Stakeholders for this Exercise (also at [www.KenKozy.com](http://www.KenKozy.com) clicking on Tab: 2011 7-D eCom). Compare what you wrote to the Exercise examples shown – learning from any differences. FAQs and examples are also available at the web site.

The more practice and experience you get using this Plan Communication Process, the easier it will be for you to utilize the *7-D eCommunications* Concept to make your next major Stakeholder eCommunication more efficient and effective.



### Contact Information

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