

**REINVENTING**

**COMMUNICATION**

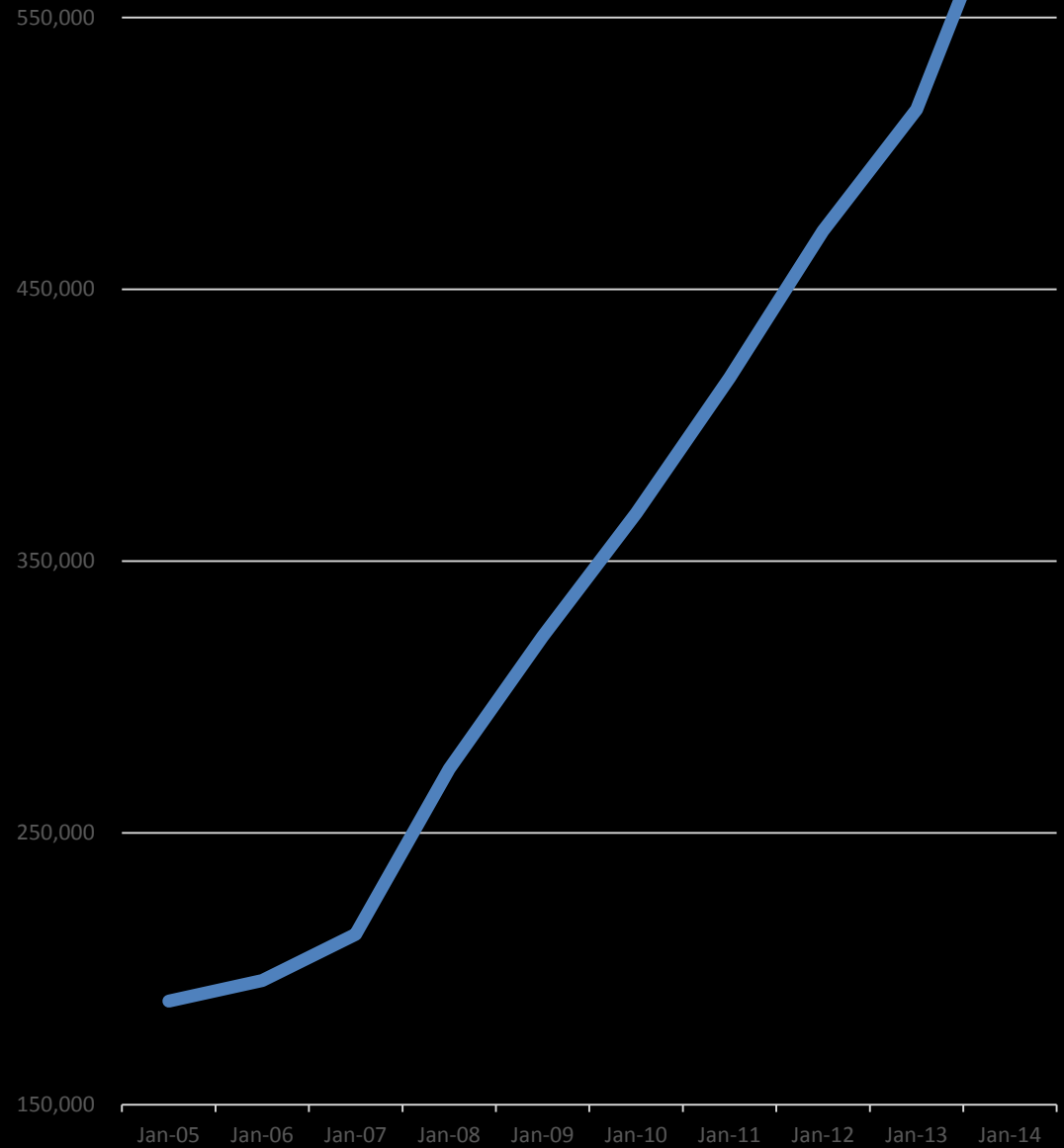
HOW TO DESIGN, LEAD AND  
MANAGE HIGH PERFORMING PROJECTS

**HAVE**

**BETTER**

**PROJECTS**

**PROJECTS ARE  
A GROWING  
WAY OF  
GETTING WORK  
DONE**





**PROJECTS ARE DELIVERED BY**  
**PEOPLE**



**WORKING  
TOGETHER**



# COMMUNICATION

**IS HOW  
PEOPLE  
WORK  
TOGETHER  
& MAKE  
DECISIONS**



# COMMUNICATION

**IT IS HOW  
THEY  
NAVIGATE  
WORKING  
TOGETHER  
ON A  
PROJECT TO  
GET WORK  
DONE.**



ON A PROJECT, THERE IS

# GOOD

COMMUNICATION





AND

# BAD

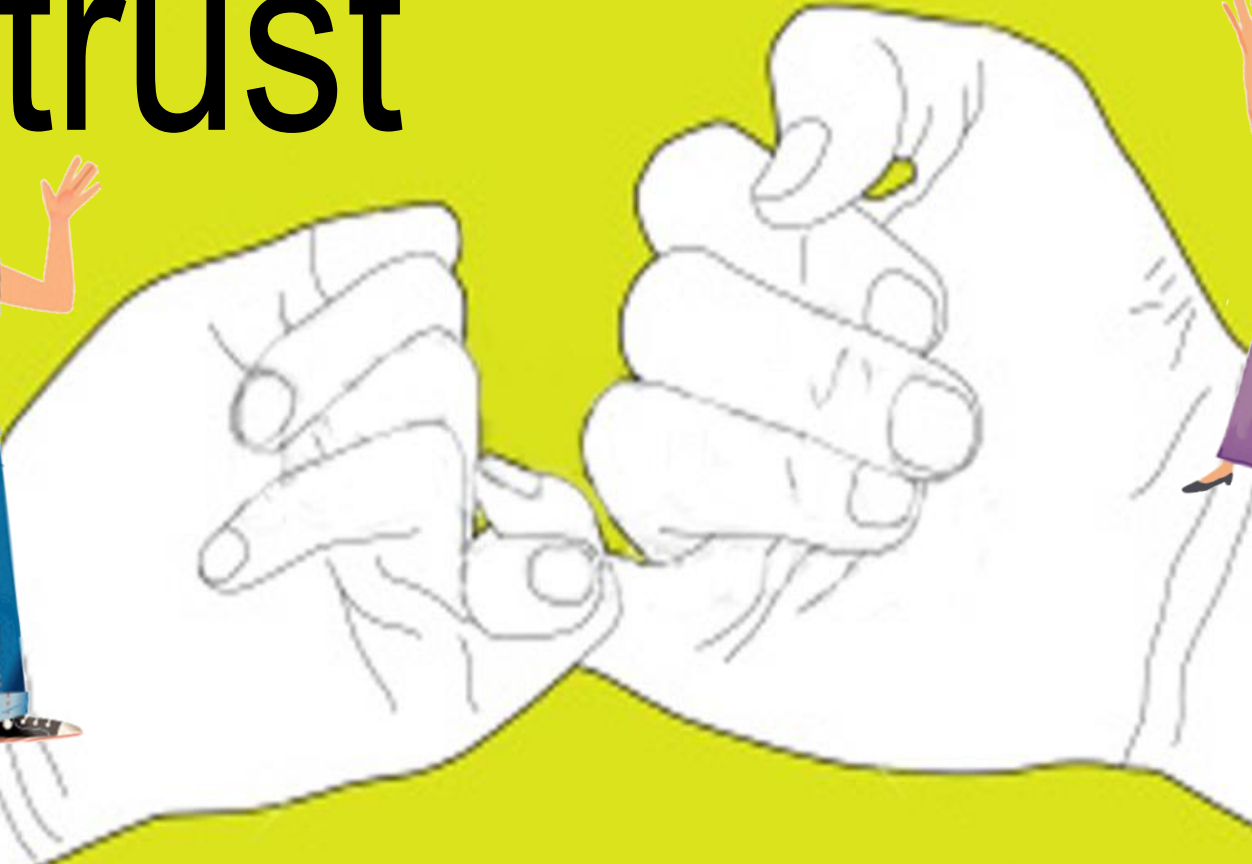
# COMMUNICATION



**GOOD**  
communication  
brings innovation.



# trust



# *Speed & Performance*





**ON BUDGET**





**ON BUDGET & ON TIME**



**CREATING VALUE**



\*Happiness\*



# **BAD**

## **COMMUNICATION**



**is like  
navigating  
in the dark**







# mistrust

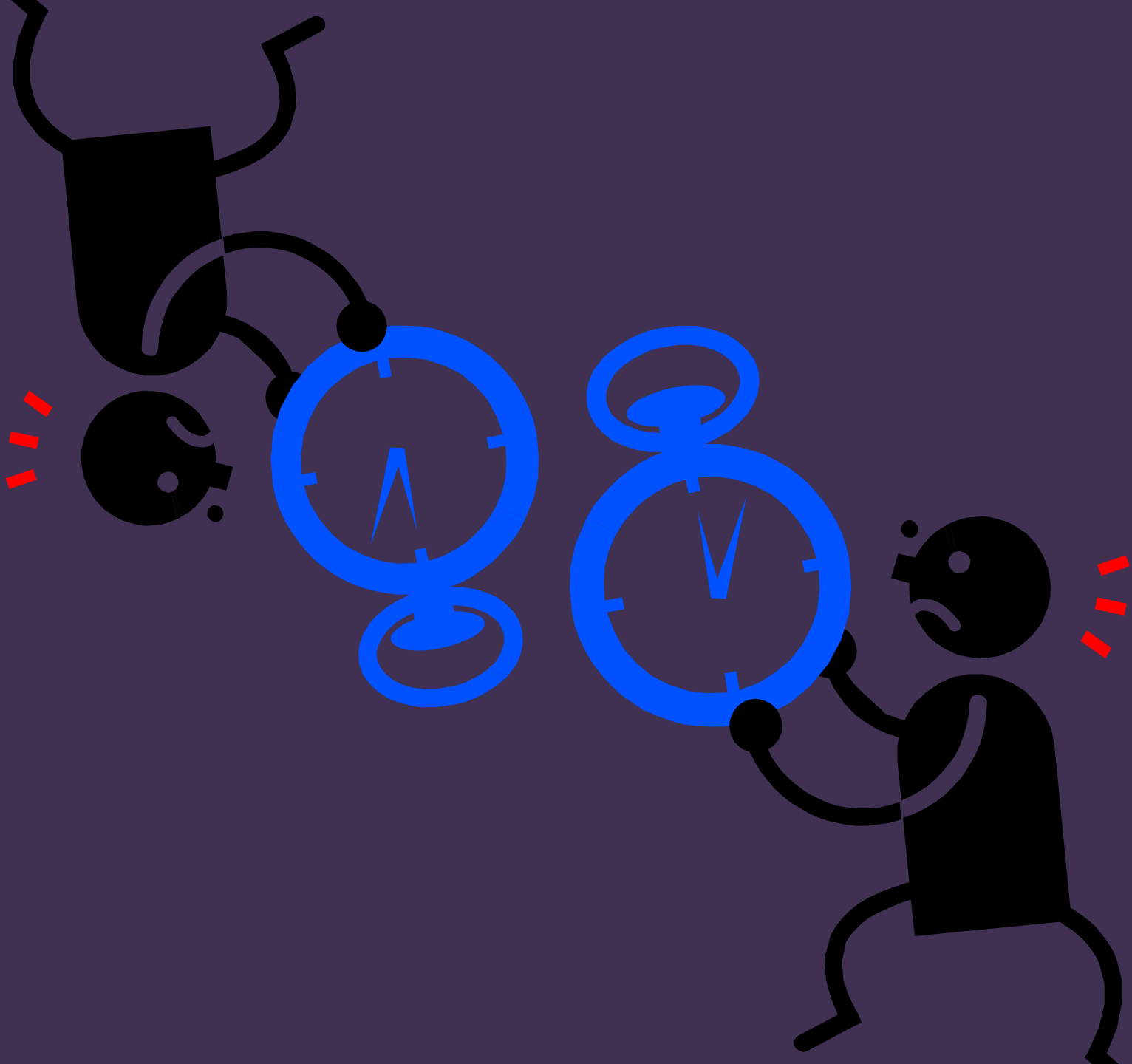


# Speed & Performance











quality

**It also  
makes  
people  
nervous.**



How do we know if our communication is

**GOOD**

or

**BAD**

How can we  
improve our  
communication  
environment?

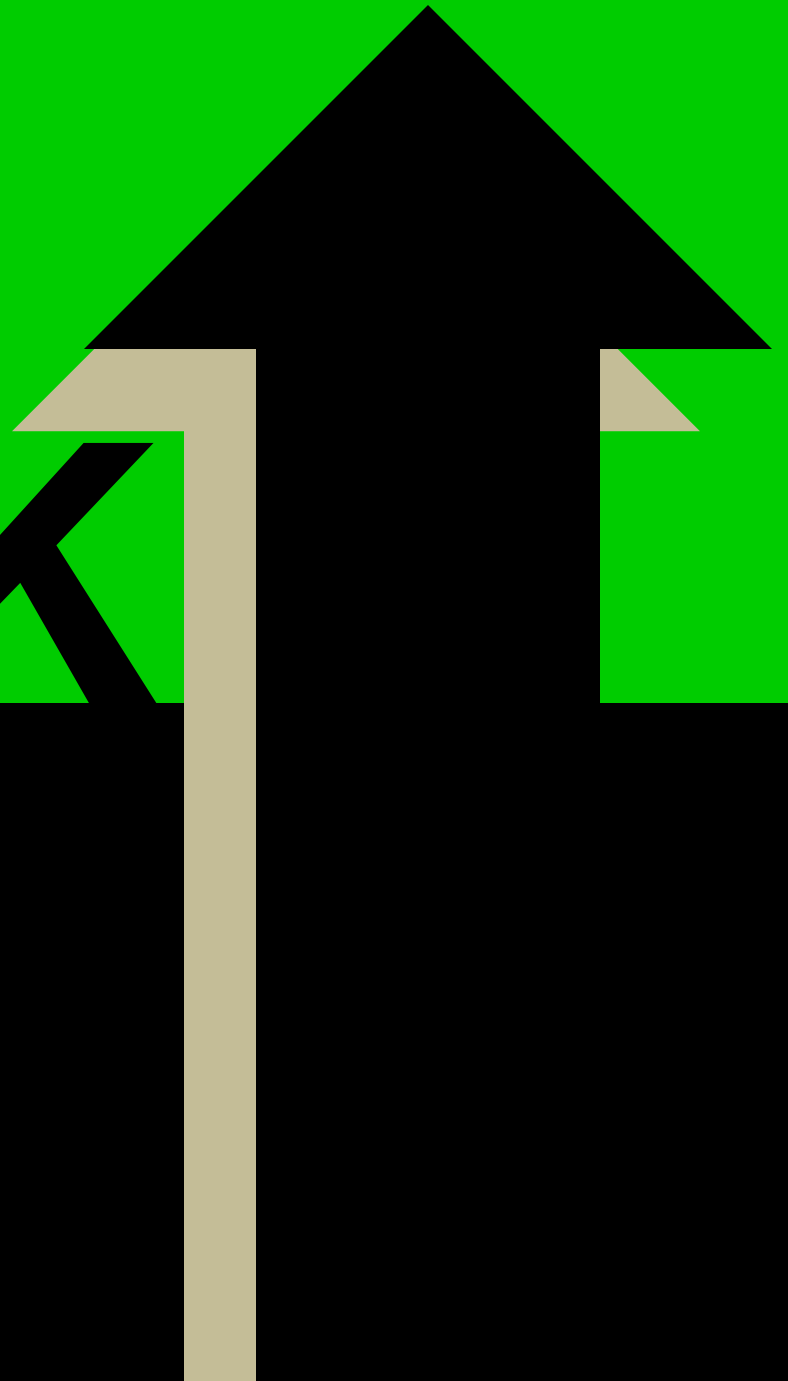
How can we  
make the right  
communication  
decisions?



The image features a bright yellow background. At the top, there are several thin, vertical black lines of varying lengths, resembling a barcode or a decorative header. The word "MEASURE" is written in a large, bold, black, sans-serif font across the middle of the image. The letters are thick and blocky, with a slight shadow effect. The word is centered horizontally and spans most of the width of the image.

**MEASURE**

**TRACK**



OPTIMIZE

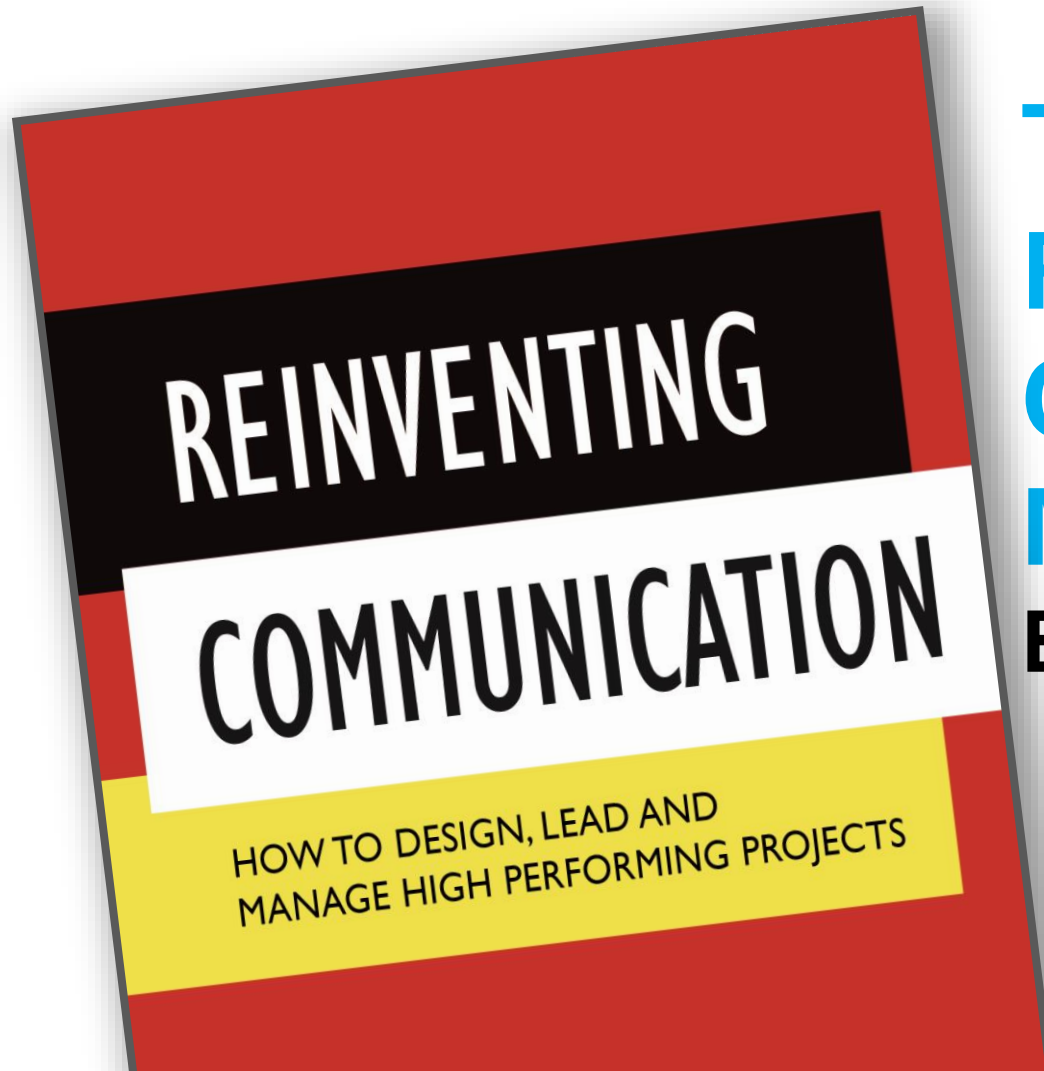
OPTIMIZE

OPTIMIZE

OPTIMIZE

OPTIMIZE

With a groundbreaking new technique



**The  
Reinventing  
Communication<sup>SM</sup>  
Method**

**By Mark Phillips**

What kind of  
**outcomes** do you  
want your project  
to produce?





Innovation

*Speed &  
Performance*



# COMPETITIVE ADVANTAGE





# Good Communication







# Bad Communication



**The Choice is Yours**

**REINVENTING**

**COMMUNICATION**

HOW TO DESIGN, LEAD AND  
MANAGE HIGH PERFORMING PROJECTS

**[reinventingcommunication.net](http://reinventingcommunication.net)**