

## **EFFECTIVE BUSINESS COMMUNICATION AS A KEY TO MANAGING CLIENTS' EXPECTATIONS IN PROJECT MANAGEMENT**

Effective business communication is a vital component in project management that determines the success or failure of a project. In today's competitive business environment, project managers must ensure that clients' expectations are well-managed to achieve project objectives. Managing clients' expectations is a challenging task that requires effective communication skills. Project management is a systematic approach to planning, executing and controlling projects to achieve specific goals and objectives. The success of a project is determined by how well the project manager can manage the projects' scope, timeline and budget. One of the critical factors that determine the success of a project is managing clients' expectations. Managing clients' expectations involves ensuring that the clients' needs and requirements are met and they are satisfied with the project outcome.

Effective business communication is an essential key of clients' expectation management. Good communication ensures that everyone involved is on the same wave and prevents negative surprises. Ineffective communication can make the customer angry and can affect the business. It should be also assumed that project management is connected not only with tasks and timelines but also in keeping old clients, attracting new ones and satisfying their expectations. Client project management encompasses the overall effort applied to beginning, completing and concluding clients' projects with as much efficiency and effectiveness as possible.

Project managers are the connection between internal team and the client. Communication is important and persistent relaying goals and parameters at every phase. Their duty is to ensure that the client's needs are met while also making sure that the project is progressing in the right direction. The main tool to succeed is a proper business communication where they tend to be focused on two forms. On the one hand it is communicating priorities and reminding team members about the urgency of various steps in a timeline. And the other is spending time helping clients to understand what is possible, likely and unfeasible within their desired project objectives, while also constructing a plan of action that is both feasible and impressive to the clients to win their business.

Managing expectations starts before the client is even a client setting important boundaries in place from the beginning. The best time to set client expectations is early and often. Email control is essential too. Possessing the detailed information about the project leads to more fruitful discussion. And interaction with the client is essential. The project is better controlled if it is broken to stages. The clients may also be involved into the process receiving the proper tasks from the project managers. A

great way to manage the project is also to have a regular check in point. At the beginning of a project it is essential to set up two separate meetings – one with the team and one with the clients – to communicate all of the details and processes including scope, timeline, project requirements, important formal documents and any other information discussed during the sales process. Large projects can be also complex that overlap the tasks, and demanding assigning the specific project roles and task responsibilities, while keeping communication flowing. That is why it is so important for project managers, to be a good communicator and facilitator.

Thus, we can assume that effective communication plays a crucial role in managing clients' expectations which leads to success of any project and business. It involves choosing the right communication channels, developing communication skills, and ensuring that clients' needs are understood and met. Communication is essential for establishing trust and building strong relationships between clients and the project team. It also enables to understand the client's perspective and build a shared dialogue; align project timelines, budgets, and deliverables with clients' expectations and keep everyone up-to-date on project status. Project managers must invest in developing effective communication strategies to ensure that their projects are successful. Effective business communication knowledge helps to communicate effectively with clients, helps to earn trust which is a must-have for any successful project. All these lead to satisfying clients' expectations and **project success**.

### References

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## THE INFLUENCE OF CULTURE ON CONSUMER BEHAVIOR

In the process of globalization of a business, one thing that stands out is the need to connect with the customers, who all have different tastes, preferences, consumption and buying pattern. These all things play vital role in the present highly