Leading Innovation and Change through Whole Person Leadership

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**Comcast Corporation**

Comcast Corporation is a US-based company headquartered in Philadelphia, Pennsylvania. Comcast is an American telecommunication conglomerate that ranks as the second-largest cable television and broadcasting company in the world by revenue generation. The company is also known for the second-largest pay-TV and the largest TV Company and internet service provider almost in the entire US. The company is also specialized in the production if featured films and television programs and cable television broadcasts respectively.

Comcast is a highly well-performing and sustained company that works to ensure innovation and changes required almost all the time. But it is also a fact that gaps or areas for improvement exist almost everywhere. In other words, it is a fact that changes are required to be brought with the time otherwise ensuring success can be dreamed only. Hence, the same is the case with Comcast. AS the company faces tough competition on every level and as the electronic and digital media and companies are growing, Comcast has to bring some changes.

**Change (Switch to Online and Digital Broadcasting)**

In the current time, the telecommunication and broadcasting industry is changing at a high pace. The companies like Netflix are going to kill some of the companies especially those who offer TV broadcasting over the air and cable broadcast. It is happening so because people do not prefer to watch TV anymore (Van de Ven, 2017). While this part has been covered by mobile and computers at the time.

So, in such a situation, Comcast should proceed to make changes. The changes that need to be mad is ***“Comcast should switch to online and digital broadcasting and start working as media service providing company, partially”***. This change should be made because the company may face a bad time due to the business-killing of companies like Amazon and Netflix.

**Importance of Change**

Generally, change is important and necessary because it makes things faster, better, cheaper, and stronger or efficient than each of the competitors. Where it drives ongoing improvements and assist in unleashing a new idea of betterment proactively. But in the case of Comcast, change is necessary because it would save the company from experiencing the bad days or time in the future. As well as, it would enable the company to stay well established and compete with the existing competitors while ensuring the improvements that may impact inversely if not brought (Hornstein, 2015).

**Benefits of Change for the Future of Comcast**

As the reason mentioned above which clarifies why the change is necessary. But in detail, change is necessary because provides several benefits to Comcast for its better and successful future. In short, some of the key benefits for the future of Comcast are as follows.

* This particular change would enable the company to compete with companies that are specialized in media broadcasting.
* It would make the company stay competitive now and in the future while keeping a competitive advantage over the competitors who provide TV broadcasting and programs.
* It will help Comcast to develop new and highly innovative and modern processes by improving the existing processes and methodologies (Hornstein, 2015).
* This change will help and provide solutions for the problem that may come to face in the future.
* For the organizational benefit, it would promote visionary and systematic thinking and direction that leads to looking at the future by predicting that what may happen.

**Methods for Leading and Managing Change and Steps Needed To Prepare For and Implement the Change**

There are many methods that can be used to lead and manage change while several steps can be taken for preparation and implementation of change. But the methods and steps that fit us and our changes are as follows.

**Preparation for Change**

As the leaders and executives, as well as management of Comcast, know that the world never remains the same, the leaders of Comcast (executives and managers) would be collecting information and facts. After that, we will analyze the strengths of Comcast on an ongoing basis. It would enable the company and leadership to anticipate the emerging trends in the market and industry (Young, 2015). Thinking about the coming future also assist to stay resilient and to find opportunities while working to overcome and even beat the challenges coming.

**Explanation of Change**

In this process, we as leaders would be explaining the change that is planned to execute and implement to everyone have a role to play. In this, the leadership of Comcast would talk about the reason for the change (Engle, 2018).

**Loss Acknowledgement**

This method and step are used to acknowledge the loss where the people such as Comcast’s employees and change management concerns would be supported through recognizing the loss of familiar ways and practices that Comcast is involved in.

**Creating Climate**

A change can be implemented and one can well prepare for it when the climate for it is developed or created. Here, the leadership of Comcast Company will be developing the climate for change by supporting the influencers and early adopters.

**Plan Development**

One of the most important and even the most important step in the preparation for and implementation of change is plan development. In this, a clear direction would be set which would include everything like the direction of change, the accomplishment of change, and how to make it a success and measure the success of change (Engle, 2018). In short, in this method and step, things like what, who, when, and where and then final implementation of change will take place.

**Kotter’s 8-Step Process**

After an analysis of the internal system of Comcast, it came to know that the company follows Kotter's 8 Step Process. They follow it up to an extent because it has been found that for change, Comcast follow and use some steps which include;

1. Creating a sense of urgency for change and forming a strong coalition
2. Work on creating a Vision for the change
3. Communicating the vision and empowering everyone to act on it.
4. Consolidate and work for continuous improvement and continue for more change
5. Institutionalizing new concepts and approaches (Young, 2015).

**Steps to Mitigate Issues in Change Process**

After an in-depth analysis of the process that we will be using for making the desired change and enhancement, some key issues may come to face as they usually occur everywhere when bringing change. Hence some steps that will be used to mitigate those issues are below.

1. We will clearly and properly define the change and will align it with the Comcast goals and objectives.
2. Determine and predict every impact of the change now and in the future.
3. Establish and implement an effective communication strategy and provide training
4. Measure the process of change at every step and develop and implement a support system and structure accordingly (Turner, 2019).

**Strategies for Engaging Employees and Communicating Change to Organization (Comcast)**

Employees will be engaged in the change process by strategies while the process through which the change would be communicated to the organization include some key steps which are;

1. Communicating the change with having a purpose (mentioned at the beginning) at hand,
2. Align employees to the system and structure of the change process,
3. Ensure provision of training for the change and systems,
4. Communicate everything about change to everyone associated, and
5. Would be catering to every problem faced by employees in the change process (Turner, 2019).

**Solving Resistance to Change**

There are some strategies, methods, and steps which would be taken into action for the purpose to handle and resolve resistance and opposition to the change which is important to be made by Comcast. These strategies and steps are but not following;

* No matter, how Comcast will be going to implement and manage change, but resistance oppositions always exist. So first of all, Comcast should engage everyone who is opposed to change which may include employees and/or management, etc.
* We will make sure that the change is implemented in different stages so that better results me be ensured while resistance oppositions could be managed at each stage easily (Turner, 2019).
* Ensure effective communication of the change to explicitly convey everyone what is going on and what is going to happen. Additionally, this would lead to a clear understanding of everyone so that the possibility of resistance and opposition would be lower (Engle, 2018).

**Success in this Effort (Change)**

After an analysis of the concept of change, its implementation, importance of it, process and strategies, and the thing I learned, the concept of Whole Person Leadership and my Strengths would help me to succeed in this effort in several ways. This would help me to succeed in this effort because and mainly I have been taught about how to lead, direct, train, manage and guide others in the process and implementation of change at companies like Comcast. I have been taught so by the concept of Whole Person Leadership which is learned and implemented in this project. While my strengths enabled me to learn things from a practical perspective not only theoretical.

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