Comcast Reinvents Its Leader Onboarding Strategy with SurePeople's People Analytics Platform

How the Fortune 50 global media & technology leader transformed Director-level onboarding to achieve leadership development and accelerated productivity

CASE STUDY

COMCAST CORPORATION

GLOBAL MEDIA AND TECHNOLOGY LEADER WITH THREE PRIMARY BUSINESSES:

COMCAST CABLE, NBCUNIVERSAL AND SKY

SECOND LARGEST BROADCASTING AND CABLE TELEVISION COMPANY IN THE WORLD BY REVENUE

$94.5 BILLION IN REVENUES (2018)

With nearly 200,000 employees worldwide, Comcast hires or promotes approximately 1,000 Director-level executives each year.

The organization is committed to creating an innovative and transformational onboarding experience for this critical leadership level. The onboarding process combines organizational orientation, business acumen, self-awareness, leadership mindset, innovation, talent strategy and the building and optimizing of high performance teams as core tenets of the process. In the past, it took 10-11 months, on average, for new Directors to pivot from an "orientation" mode to full productivity. This metric had to change.

The organization sought to reduce the onboarding cycle-time by one-third across the organization by using a fully "blended" internal/external team and technology-enabled solution to manage, measure and drive the effort across the enterprise. Comcast University turned to SurePeople's cloud-based People Analytics and digital development platform to provide the tools, measurement and experience for impacting this key performance metric

"We needed a scalable technology that integrated assessments, analytics, personalized learning and development, coaching and true performance management...

SurePeople brought together all these offerings that we saw as standalone features or products. The platform unified everything for us and offered our employees an engaging, powerful and transformative experience."

~ COMCAST SENIOR DIRECTOR,
TALENT & PROFESSIONAL DEVELOPMENT

The Power of Prism Psychometrics

Onboarding for Comcast Directors began with Prism, a powerful psychometric algorithm developed, enhanced and proven over three decades.

The Prism assessment provides a comprehensive set of people data across more than 50 traits and attributes to drive self-awareness, alignment and personal development for leaders. Prism was also utilized to help new Directors gain a better understanding of the capability on their team and how to effectively coach, develop and lead their teams to fulfill their strategic plans.

> *"What surprised me the most about the Prism assessment was how 'spot on' it is. It was so accurate – in every single aspect of the report – that I felt like I was reading the work of someone who already knows me really well."* [Comcast Director #1]

> *"I've completed many personality assessments during my career and none of them seemed to fit me. Prism was incredibly accurate."* [Comcast Director #2]

> *"When I reviewed the results of my Prism assessment, I was really impressed with how accurate they were at identifying my strengths and weaknesses."* [Comcast Director #3]

The original metric set forth by Comcast was not only met, but exceeded, with results on multiple dimensions that far outweighed expectations.

From Data to Insights to Action

When this foundational Prism data about "who people are" is synthesized with additional survey data ("how people think") and competency models ("how people behave/perform"), SurePeople's platform unlocks deep insights about the root causes of individual, team and organizational performance.

In addition to gaining a clearer understanding of their own personal strengths and blind spots, new Comcast Directors now leveraged precise insights about the strengths and weaknesses of their teams.

To optimize for performance, leaders and their team members used SurePeople's platform to create individual action plans (based on prescriptive recommendations); access personalized digital development programs & tools; and continuously monitor progress.

COMCAST

SUREPEOPLE DELIVERS MEASURED RESULTS AND ROI.

50% REDUCTION IN ONBOARDING CYCLE TIME, FROM ONE YEAR TO AN AVERAGE FOUR TO SIX MONTHS

51% INCREASE IN THE CONFIDENCE OF LEADERS TO ASSESS THE TALENT ON THEIR TEAMS

82% OF DIRECTORS REPORTED INCREASED LEVELS OF SELF-AWARENESS, EMOTIONAL INTELLIGENCE AND ABILITY TO FLEX THEIR LEADERSHIP STYLE

47% INCREASE IN WRITTEN STRATEGIC PLANS

26% INCREASE IN DIRECTORS WHO COMMUNICATED THEIR STRATEGIC PLANS WITH TEAM MEMBERS

19% OF DIRECTORS REPORTED THEY WOULD REEVALUATE THE TALENT ON THEIR TEAMS FOR OPTIMAL PERFORMANCE

15% OF DIRECTORS REPORTED INCREASED KNOWLEDGE OF CHANGE MANAGEMENT AND GREATER CONFIDENCE IN THEIR ABILITY TO IMPLEMENT EFFECTIVE CHANGE

⬡ SURE PEOPLE®

Ready to learn how SurePeople's Predictive People Analytics platform can drive ROI for your organization?

Contact us:
1-855-755-SURE (7873)
solutions@surepeople.com