Communication Plan for A Energy

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Introduction

For this proposal of new innovative technology for the WPA3 to be considered management communication plan needs to be introduced. A Energy team members need to determine communication needs, the communication goal of management initiation of proposed innovative technology, identify the three internal key stakeholders, and one external stakeholder. The reasons for initiative proposed with how innovative technology need to convey through communication channels. And the support for why the needs of management is communication for support to all levels of A Energy for the necessary buy-ins from all employees and the one external stakeholder in mind. Discussions are, made as channels of communication by the three internal stakeholders for the process of implementing changes. The communication plan enables transparency throughout the project encouraging the sharing of feedback to increase productivity and to avoid making continual mistakes of implementations of proposed project.

Communication Plan - Technology Recommendation

Recommending one specific IT solution

In Task 1 discussions were made making recommendations of alternatives for the current WPA encryption. WPA encryption was regarded of being inferior quality, not providing or requiring security for encryption purposes where hacking can access vital data resources becoming a weakness which is a threat to the current IT infrastructure of A Energy. The two alternatives WPA3 and WPA2 were discussed. I would recommend the WPA3 using PMF Protected Management Frames augmenting the necessary privacy with security that includes Brute Force protection with public network policy with to secure I0T with stronger encryption. WPA3 offers greater security for example WPA3 provides encryption to the client even though

the device has been hacked after one connects to the network. To reiterate the above discussion in comparison to WPA2 vs. WPA whereas WPA has nothing to do with Enterprise solutions while WPA2 can be used for personal and Enterprise while WPA is just appropriate for home use. WPA2 Enterprise Edition assigns unique authorization credentials whereas WPA requires no unique credentials; but WPA3 requires greater authorization and authentication processes than WPA2 which makes WPA3 more appropriate for the Enterprise wi-fi for A Energy which adheres to standards of promoting energy efficiency and energy generation to customers. In the research I have concluded that WPA3 encryption technology that is substantiated through emerging technology system also recommending present and future use for the WPA3 for the business enterprise system.

Analysis of three internal stakeholders

First internal stakeholder communication discussion would be the owner, Sabelle Arnold, Executive Director. In the A Energy biography as owner stated she has had twenty-five years of engineering experience to innovation design of information technology integration. She is considering the expansion of its current locations. And the recommendation for the specific IT solution of WPA3 would be necessary to expand to the expansion of innovation technology to new locations as a necessity. Arnold as Executive Director, her role will be to provide with reasons for changes in discontinuance of outdated technology of WPA to the need for WPA3; emphasizing there is a problem with current use of outdated insufficient usage of the WPA system with urgency to promote change because not changing will have a threat to the organization at all levels. In communication to the organization Arnold should hold a series of small meeting to subsets of the workforce allowing employees to have input to potential concerns as changes develops essential to their buying into changes according to the needs of

management stated by the reading by “Managerial Communication.” (Reginald, 2014, Chp. 10) Arnold would be in the innovators group of only 2.5% of the population. She as an innovator promotes new innovations and willingly accepts risks with the innovation. Accordingly, to research little needs to be done to encourage innovation to Arnold because she quickly adapts to new strategy. Strategic efforts would be to entertain the possibility of increased profits with improved convenience of higher rate of efficiency of the implementation of innovation of the WPA3. Furthermore, when innovation has been perceived strong compatibility by the clients of A Energy with chance of speed of adoption is improved, according to the reading of “Diffusion of Innovations.” When the threat is introduced to A Energy organization at all levels buy-ins of proposed innovative technology change will be immediate.

Second internal stakeholder communication discussion would be Cameron Kern, IT Manager of A Energy, who has over twelve years’ experience working in all levels of IT management. He leads the planning and implementation of all additions, deletions, and modifications to the IT infrastructure. As IT Manager, Cameron’s role will be to provide reasons for changes for the need to delete the old outdated WPA system; also emphasizing there is threat of continuance to clients by hacking threats outside of the organization. According to the reading by (Reginald, 2014, Chp. 10) change occurs in the five stages of strategic intent, framework with goals to be achieved, employee understanding, feedback, and support with communication. According to the reading of “Diffusion of Innovations,” Cameron is considered as Early Adopter 13.5% of the population who is in leadership status. In his leadership status he must exhibit showing direction to peers while valuing opportunities for change. Cameron has already value change opportunities and does not need or required much convincing into buying into the change of the WPA change adoption to the newer innovation of WPA3. Cameron’s role is to increase

the rate of adoption of new innovative technology to all the organization in how-to-manuals and implementation guides providing useful resources. Communications by Cameron will be held by interviewing team members and gaining understanding on potential concerns, values, experiences, and needs which gives further insight to potential compatibility with new strategy of implementing the innovation technology of the WPA3. By observations, the speed of adoption of proposed technology can be determined whether more on the training should be expended. Barriers for proposed innovative technology change in buy-ins are usually competing priorities, and overburdened staff which may be a possibility with A Energy since it has only thirty employees between two location sites.

Third internal stakeholder communication discussion would Rory Tysoh, Server Manager of A Energy, who has fifteen years' experience in network and server management. He serves the role in IT team in performance and security server hardware and software. He has been innovative in network and server management to reduce energy requirements of servers and back-up servers. Rory's role will be to provide reasons for changes to WPA outdated to innovative WPA3 due to the needs for security in server hardware and software. He must communicate potential concerns for A Energy's security breaches by threats of hackers compromising the outdated WPA system which insufficient to supporting the needs of security to A Energy and its' clients. I consider Rory Tysoh port the late majority of the subgroup of people for adopting innovation changes which is 34% of the population. The reason being WPA is still in usage by A Energy organization. He is one of those people who take in little more than convincing to innovation adoption. Late majority people usually want proof of success from the majority before adoption of innovation change. The main aspect of this late majority group need is social proof form peers from review, communications from chats on websites, and

informational chat communication from emerging technology websites. Accordingly, WPA has had several sufficient changes from WEP to WPA2 to WPA3 that is reason Rory did not immediately implement or proposed the innovative technology of WPA3. It is important to note that upper management initiates change in communication process at all levels in Rory's instance he needed social proof from the CEO, Arnold, and Cameron the IT manager. Other barriers to not buying in early by Rory would be other problematic factors like competing priorities, limitations of time, lack of awareness of the scope of the problem, and limited funds for proposed changes of new innovative technology. The matter of speed of adoption of proposed innovative technology would be that people require adequate time for adaptation to change.

Analysis of one external stakeholder

Components of the plan to external stakeholder discussion will be the Client of A Energy. Let us give Client name of Client A. Client A is considered a laggard 16% of the population who does not buy-in immediately. Client A may have potential concerns with the proposed innovative technology; for example, the lack of awareness regarding the scope of the problem or else limited time addressing or denial that there should be a matter to be dealt with. Usually, laggards are quite conservative and resistant to change. Effective communication to laggards is to company statistics, fear appeals, and pressure from the A Energy adaptive group of buy-ins according to the reading "Diffusion of Innovation." Once the laggard Client A buy-ins into adoption of proposed new innovative technology Client's A role would be to communicate to other clients of A Energy the needs of proposed change and potential threat concerns through communication channels to raise awareness at various meetings, events, and or in print to create the sense of urgency to also implement the proposed new innovative technology of WPA3. The sense of urgency will expedite the speed of buy-ins by other clients for the urgency also explains

potential threat of security also passed on to the clients' IT infrastructure. Also, as to laggards like Client A may have the degree of complexity for difficulty in understanding the innovation if perceived high the speed of adoption declines. Client A perception should be ensured by why, how, when, who, and what the communication strategy is communicating from beginning and throughout strategy communication process as per reading "Why Communication is so important for leaders."

References

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Reginald L. Bell and Jeanette S. Martin, "Managerial Communication**",** Copyright © Business Expert Press, LLC, 2014.

Why Communication Is So Important for Leaders https://www.ccl.org/articles/leading-effectivelarticles/communication-1-idea-3-facts-5-tips/

KWM1 – KWM1 Task 1 Paper, Joette Damo