

LEADERSHIP AND CHANGE COMMUNICATION

k-pop



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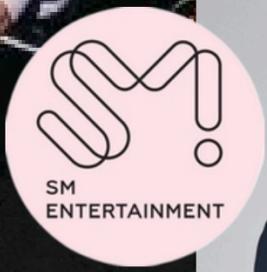
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SUHO



Jang Cheol-hyuk

Leadership

- Leadership is the ability of an individual or a group to influence followers, team members, society, or an organization.
- Being a leader it might be tied to the person's title, ranking in society, or seniority.

Trust
Direction

Inspiration

GUIDANCE

Motivation



Change Communication

- It is the process of the effectiveness of an organization that goes through some changes.
- How they share information with employees, stakeholders, and clients concerning the changes that may or may not affect them.

What happened to EXO? PART:1 (n.d.). WikiFandom.
https://exo.fandom.com/wiki/What_happened_to_EXO%3F_PART:1



NCT introduces new members Shotaro and Sungchan, revealing their personalities, interests, and more. (2020, September 23). SOOMPI. <https://www.soompi.com/article/1427260wpp/nct-introduces-new-members-shotaro-and-sungchan-revealing-their-personalities-interests-and-more>
EWSPAPER. <https://www.mk.co.kr/en/musics/10962470>



X+

Communication in k-pop



엑소
엔시티
스트레이 키즈



- Communication is key for smooth transitions.
- Avoids any resistance and misunderstandings.
- It helps expectations be managed for management, bands, and fans.

6027Song review: SHINee - Hard, (2023, June 26), The Bias List.
<https://thebiaslist.com/2023/06/26/song-review-shinee-hard/>
50216&id=596836777101165&set=a.602523639865812&locale=ro_RO



Leadership Styles in K-Pop

AUTOCRATIC

Direct

Decisive

Repress
Creativity



DEMOCRATIC

Collaborative

Inspiring

Slow decision-
making



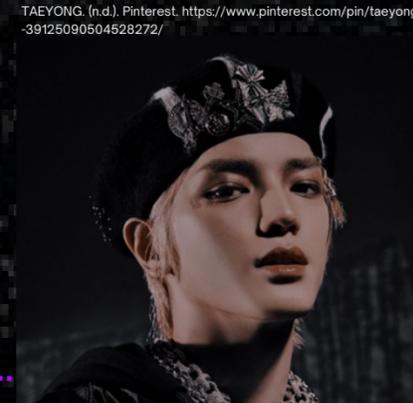
Autocratic
Strong Direction

TRANSFORMATIONAL

Visionary

Motivating

Quicker Burnouts



Democratic
Collab Members

LAISSEZ-FAIRE

Autonomy

Trusworthy

Primary Decision-
makers

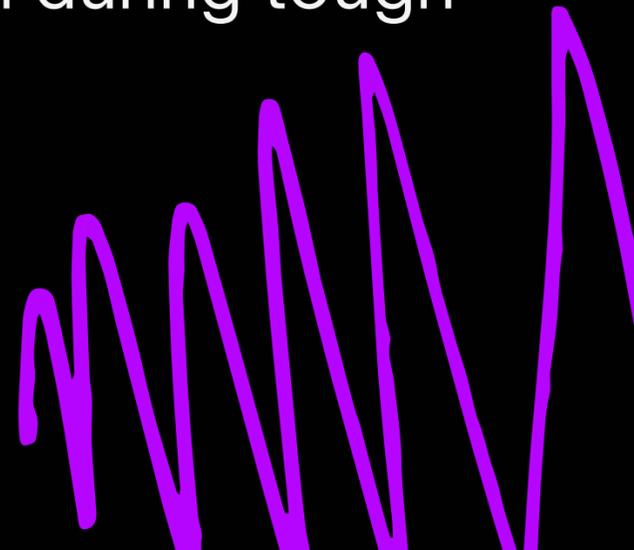


How Leaders Handle Resistance to Communication Change



STORYTELLING

- Resistance is normal.
- Leaders must listen, emphasize, and explain the reasons behind the change.
- A leader has to come up with new strategies to help a fluent communication during tough times.



CLEAR COMMUNICATION = ALIGNED AND MOTIVATED TEAM



Key Takeaways

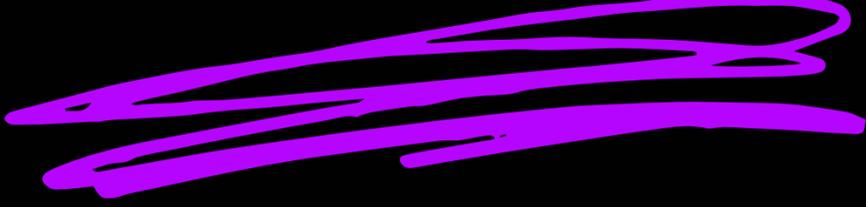
LEADERSHIP IS ABOUT GUIDING TEAMS, AND IT IS CRUCIAL
THAT DURING TRANSITIONS THERE WILL BE A CHANGE IN
COMMUNICATION.

*Thank you
for listening!*

Feel Free to Ask Any Questions



Reference:



Lee, D. [Dongjoon Lee]. (2021). Strategic Organisational Change and Artist-Leadership in the K-Pop Industry: A Narrative Analysis approach [A thesis submitted in partial fulfillment of the requirements for the degree of Doctor of Philosophy in Creative Industries, University of Warwick].



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