

Module Title: Understanding and Engaging Stakeholders

Module Code: LCLM 5001 Assignment

Assignment Project Title: Stakeholders Engagements And Analysis For A Project Management In Philips, UK Company

Student Name: Sheikh Md Shafiqur Rahman

Student Number: 2407925

Lecturer's Name: Eric Osei

Executive Summary:

This project report analyses the stakeholders engagements mechanisms of the Philips, UK healthcare company since the organization is planning to launch a new digital human-health wearable device into the market within next 6-months targeted timeframe which is capable of measuring human being heart-rate, sleeping-pattern, and blood-oxygen-level of the human-body. At first, this report analyses the project's internal strengths, weaknesses, threats, and opportunities by applying SWOT-analysis. Moreover, this report examines the external-contexts of the project by applying PESTLE-analysis. As a result, the Philips, UK would be benefitted to develop strategic-plannings ahead of the starting project-tasks. Additionally, this report outlines key SMART-objectives for the-project which are specific, timebound, relevant, achievable, and measurable. Next, this report identifies all internal and external stakeholders who are involved-in-this-project of launching a-new-digital-health-device. Furtherly, this report generates a stakeholder-map by applying Mendelow's mapping-matrix. Hence, this report analyses various stakeholders responsibilities, their roles, benefits, and challenges related to the new-digital-device-project. In addition, this report produces a RACI-matrix for distributing the project-tasks to multiple stakeholder. Moreover, this report fabricates an engagement-plan with different-stakeholders for developing project strategies. Furthermore, this report manufactures a communication plan for conducting effective-communications with multiple-stakeholders to run the new-digital-health-device-project effortlessly, and without any communication-gap. On top that, this report provides a conflict-management-plan by integrating 4Cs framework model including cooperation, collaboration, coordination, and communication for to reduce conflicts, and disagreements among-stakeholders, and increase productivity, and positive-outcomes of the new-human-digital-device-project. In addition, this report evaluates the impacts of stakeholders-engagements for new-digital-device-project, describes how effective stakeholders-engagement can increase overall-project-performances, drive innovations, avoid delays, and launch the product into the market in targeted next 6-months timeframe. At last, this project-report offers, and provides a list-of-recommendations to the Philips, UK company which would be beneficial for them to engage with future-stakeholders for the-future-projects of the organisation.

A-Table of Contents

Topics

Cover Page And Title of The Project.....	1
Executive Summary.....	2
A-Table of Contents.....	3
Introduction.....	4
Project Outline.....	4-5
Company Appraisal By Applying SWOT-Analysis.....	5-6
The PESTLE-Analysis For The Philips, UK Company.....	6-7
The SMART-Objectives of The Project.....	7
Principle Stakeholders of The Project.....	8
Internal Stakeholders of The Project.....	8-9
External Stakeholders of The Project.....	9
The Stakeholders Map.....	10
The Stakeholders Roles And Responsibilities, Benefits, And Challenges.....	10
Stakeholders Roles And Responsibilities.....	10-11
Benefits.....	11
Challenges.....	11
The RACI-Matrix For The Project.....	11-12
Engagement Plan With Stakeholders.....	13
The Communication Plans With Several Stakeholders.....	13-14
Conflict Management Plans By Applying 4Cs Model.....	15
Communication.....	15
Coordination.....	15
Cooperation.....	15
Collaboration.....	16
Evaluation of The Impacts of Stakeholders Engagement.....	16
Recommendations For Future Stakeholders Engagement.....	17
Conclusion.....	18
References.....	19-21

Stakeholders Engagements And Analysis For A Project Management In Philips, UK Company

Introduction:

The Philips is a healthcare-company in the UK (Philips, 2024). This is a part of Royal-Philips-corporation which is a global-leading healthcare-technology-company, and the parent-company's headquarter is situated in Amsterdam, Netherland (Jacobs, 2023). In the UK, Philips is operating for over 100-years from several-locations, and their UK-headquarter is located in Guildford, Surrey (Heesen, 2023). In-addition, Philips accommodates over 2500-employees in its current UK-operations in various-sectors (Philips Annual Report, 2023). The company is renowned-for manufacturing imaging-technologies for diagnosis, digital-monitoring-tools for patients, and health-products for the-general-people (Mocker et al., 2018). Moreover, the-Philips-UK is collaborating with different kinds of health-service-providers continuously for improving patients' experiences by integrating technology-and-innovation (Ramanathan et al., 2022).

Project Outline:

The-Philips-UK is planning for launching a digital-human-body-device within next 6-months which is capable of measuring the rate-of-heart, levels of oxygen, and patterns of sleep-quality within the-human-body. This wearable human body device will be used both in clinical-settings, and in private-consumers basis. This new-device will align with the company's-vision for improving 2.5 billion human-beings-health in a yearly-basis globally within 2030 (Philips Annual Report, 2023), (Philips, 2024), (Statista, 2023).

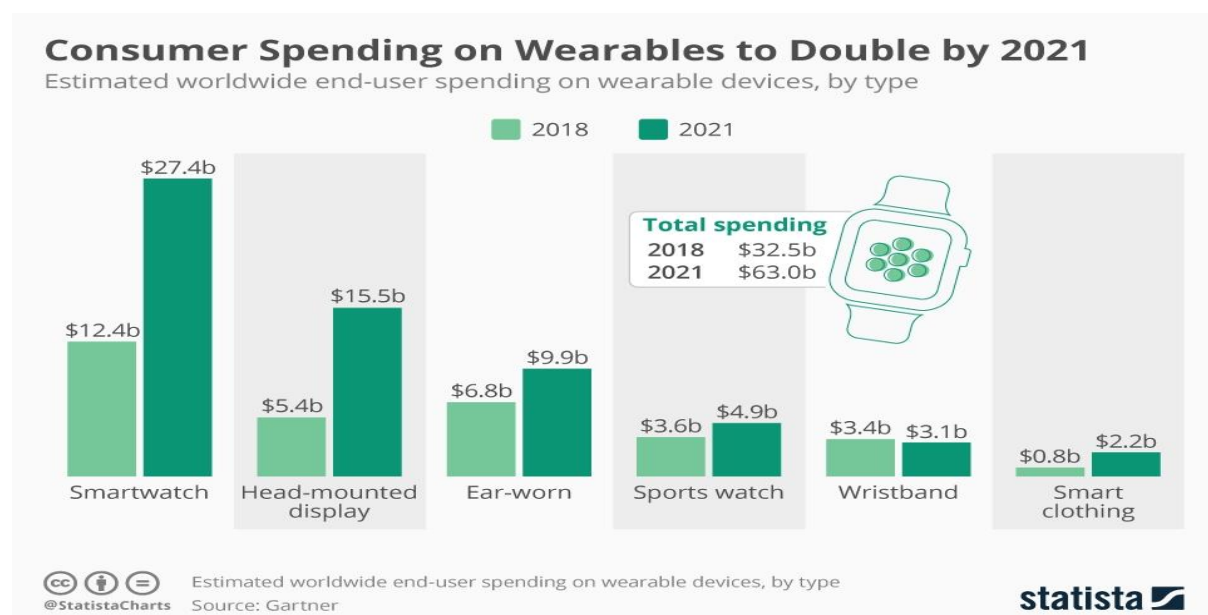


Figure-01: Wearable-Devices Sales-Figures Worldwide (Source: Statista).

The worldwide-sales-figures of wearable-health-devices indicates that there is a huge-demands for-this-product in-the-market right-now (Statista, 2023).

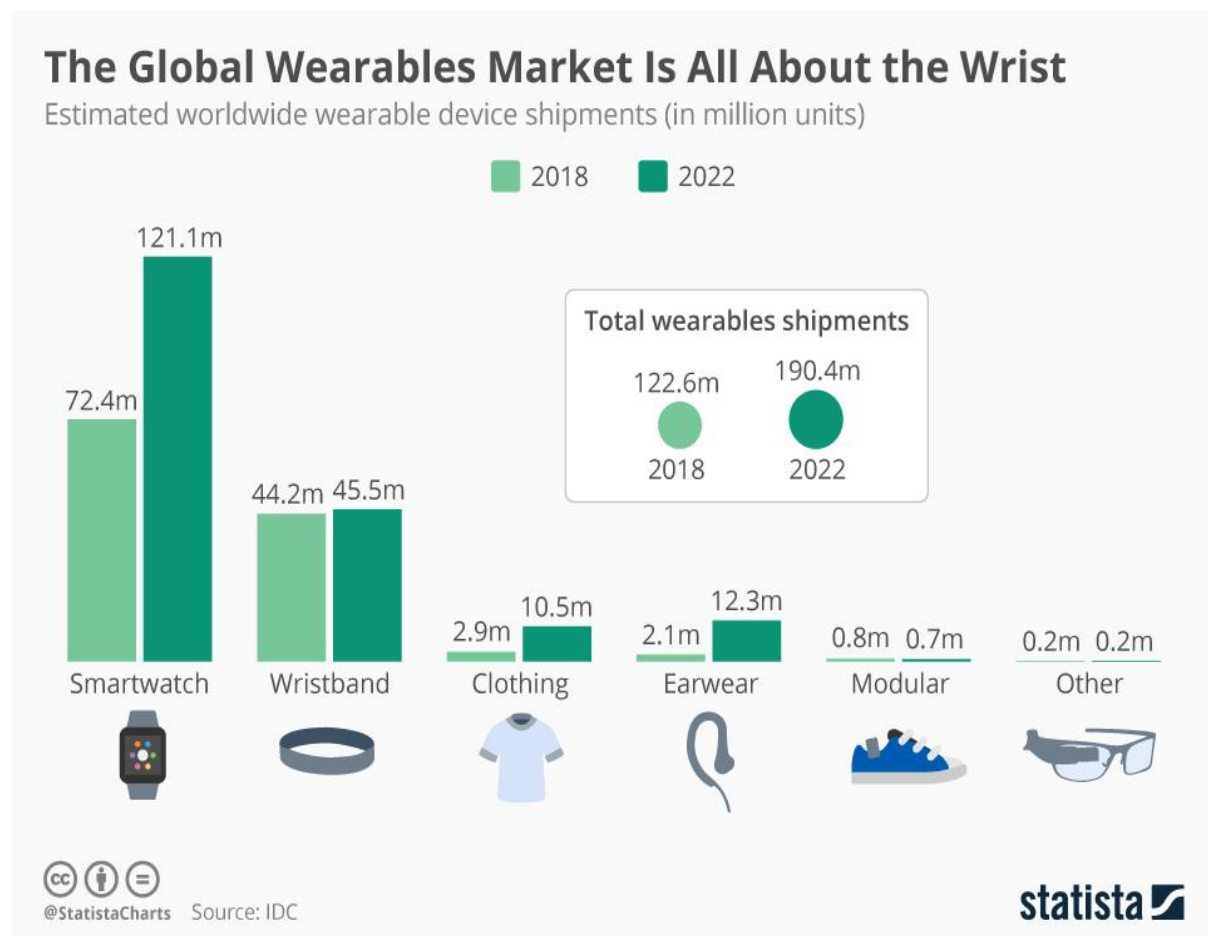


Figure-02: Wearable-Devices Market-Demands Worldwide (Source: Statista).

As a project-manager, the key-task is launching the-product within targeted-timely-manner. For that reason, strategic-stakeholders-engagement will be the vital-task for this-project which includes collaboration, reducing-obstacles, aligning company's mission-and-vision with stakeholders-objective, complying-with-regulations, satisfying consumers etc. This-project-report will analyse the-key-stakeholders-engagement-mechanisms, identify internal and external stakeholders, elaborate engagement-processes, define strategies-for-management, evaluate stakeholders-engagement, and provide recommendations for stakeholders-engagement for launching the-new-human-body-digital-device within next-6-months.

Company Appraisal By Applying SWOT-Analysis:

The SWOT-analysis is a tool which is used to analyse a company's plannings and strategies by identifying the company's strength, weakness, opportunity, and threat (Gurl, 2017), (Benzaghta et al., 2021), (Puyt et al., 2023), (Sammut-Bonnici et al., 2015), (Helms et al., 2010). The SWOT-analysis of new-project of the-Philips-UK has been evaluated below:

Strength	Weakness
Renowned global-brand recognitions.	High-cost for product-development.
State-of-the-art manufacture and research-facilities.	High-cost for research-and-development.
Skilled-employees-and-researchers.	Complex-company-structure including internal-and-external regulatory-bodies.
Strong-partnerships with health-service-providers.	Dependant on global-third-party-supplies which can disrupt the-whole-manufacturing-processes.
Automation-and-digitalization in health-sectors.	Limited-presence in-the-market compared to other-companies for the-digital-human-wearable-devices.

Table-01: Strength and Weakness of The-Philips-UK-Company (SWOT-Analysis).

Based-on-the-strengths of the Philips-UK-company, it is certain that the-company has a global-brand-reputation, strong manufacturing and research-facilities, skilled-workforce, strong-networking, and it is pioneer in digitalization of the-health-services. On-the-contrary, weaknesses include high-production-costs, complex-company-structures, limited-presence in the market, and dependant on third party supply chains.

Opportunity	Threat
Rising-demands for the digital-health-monitoring-devices.	Facing competitions from the-market-established-other-companies.
Expanding industry for the-digital-health-wellnesses.	Complying-with strict health-data-protections-laws.
Integration of digitalization for the-personalized-health-monitoring.	Complying-with regulatory-bodies, and patient-safety-rules.
Collaborations with the-multiple-health-service-providers.	Frequent technological-innovations and advancements.
Remote-health-data-monitoring through-internet, and using it for future-products-developments.	Global-inflations may disrupt global-supply-chains and market-pricings.

Table-02: Opportunity and Threat of The-Philips-UK-Company (SWOT-Analysis).

Based on the opportunities of the Philips company, it is certain that company has scopes to meet the market demands, expand the digitalized health industry, collaborate with partners, and integration of technology for remote health monitoring. On the other hand, threats include strong competition in the market, complying with strict health safety standards and data protection laws, rapid technological advancements, and global inflations for supply chains and product pricings.

The PESTLE-Analysis For The Philips, UK Company:

The definition of PESTLE analysis stands for external contextual factors at macro levels which affects and influences the project from the outside and externally (Rastogi et al., 2016), (Cadle et al., 2010), (Shtal et al., 2018), (Dunaievskyi, 2022). The PESTLE-analysis of new project of the Philips UK has been assessed below:

Political	Economic	Social	Technological	Legal	Environmental
1. Government encourage for digitalization in health sectors.	1. Inflation can increase production costs.	1. Human health awareness is increasing in the society.	1. Technological advancements & innovations are crucial to stay in the market.	1. Comply with digital device & health safety laws.	1. Usage of sustainable materials for manufacturing the products.
2. Government subsidises for importing digital components.	2. Demands on digital health products can create a great market.	2. Peoples' demands for digital well-being are increasing rapidly.	2. Integration of AI & mobile app into the new products.	2. Comply with personal data protection laws.	2. Use of eco-friendly packaging, and reducing carbon footprints.

Table-03: A PESTLE Analysis of The Philips UK Company.

Based on the PESTLE analysis, it is clear that Philips UK company has analysed macroeconomic external factors to initiate the project. Firstly, political factors include government encouragements, and subsidization for health digitalisations. Secondly, economic factors include creating markets for digital items, and global inflations. Thirdly, social factors include societal health awareness, and rising demands for the well-being products. Fourth, technological factors include faster tech revolutions, and adoption of AI and mobile apps. Fifth, legal factors include maintaining health safety standards, and complying with data protection laws. Sixth, environmental factors include using of sustainable materials for manufacturing the products, and reducing carbon emissions.

The SMART-Objectives of The Project:

The definition of SMART stands for a tool which is utilized to set some aims for a specific task or project which are S-Specific, M-Measurable, A-Achievable, R-Relevant, and T-Timebound (Swaidi, 2023), (Oleksandra et al., 2019). The objectives of this project of launching a new human digital wearable health device meets the SMART ideas.

The few SMART objectives of this project are pointed below:

1. Developing a research and development manual of the product within 4 months.
2. Launch the new product in the market within 6 months.
3. Collaborate with public and private healthcare providers.
4. Comply with regulatory bodies, and collaborate with internal stakeholders.
5. Engage, and communicate with external stakeholders.

Principle Stakeholders of The Project:

The definition of the stakeholders stands for the people or organisations which has interests in a business, and they can be influenced by that business or they can influence that business (Greenwood, 2001), (Benn et al., 2016), (Friedman et al., 2006), (Kujala et al., 2022).

The key stakeholders of the project of a new human wearable health device includes basically two types of stakeholders. They are described as follows:

1. Internal Stakeholders, and
2. External Stakeholders

Internal Stakeholders of The Project:

1. Project Managing Department: Overseeing the project-tasks, timeline, delivery patterns, project reporting, monitoring, scheduling ahead of deadline, evaluating the life-cycle of the project.

2. Research & Development Department: Designing the product, testing equipment, validating software and hardware of the products.

3. Marketing Department: Developing marketing campaigns and promotional contents for the newly developed products, optimising digital marketing and branding in the electronic and print media, and in the online platforms.

4. Finance Department: Allocating budget, tracking cost, measuring R.O.I (return on investment).

5. Regulatory Department: Ensuring the digital device rules and regulations, health and safety regulations, personal data protection regulations.

6. Human Resource Development: Supporting recruitments, providing in house trainings, addressing and managing any changes within the organisation.

7. IT Department: Providing digital supports, providing cloud computing infrastructure, providing data protection, and providing cyber security.

8. Executive Management Board: Providing strategic decisions, allocating resources, releasing funds, and approving various phases of the project.

9. Quality Management Department: Ensuring the quality and effectiveness of the product, ensuring the reliability of the product, and ensuring the safety of the product.

10. Product Features Department: Integrating features to the newly developed product, creating user manuals, creating roadmaps for the product.

11. Sales and Distribution Department: Creating physical and online selling channels, managing logistics procedures for sending the products.

12. Customer Supports Department: Managing warranty, returns of faulty products, providing user guides and supports, responding to all inquiries.

13. Product Development Department: Collaborating with all internal and external stakeholders regularly to launch the product within next 6 months. Managing all internal and external parties to create the strategic plans for developing the product. Monitoring all the steps and addressing any change for the new product development, and executing the project in the next 6 months timely manner.

External Stakeholders of The Project:

1. Suppliers: Delivering raw materials, and maintaining productions.

2. Manufacturers: Manufacturing components for the newly developed device.

3. Health Service Providers: Providing health related validity, verdict, and credibility for the product.

4. Retailers: Facilitating entry into the markets, and helping with the distributions nationwide.

5. Online Platforms: Helping out selling the products in the online marketplaces. Creating opportunities for the customers to view the product details and its features through online platforms.

6. Consumers: Basically the customers who would use the products and services, provide feedback which could be used for product improvement and adaptation.

7. Regulatory Authorities: Certifying rules, regulations, and compliances. Monitoring the safety of the newly developed products.

8. Investors: The people who invest their money, fundings, and assets on this project, and into the Philips UK company.

9. Shareholders: The people who buy the shares of the Philips UK company, and the shares of this product.

10. Third-party app developers: Developing a mobile app for integrating the device with AI and internet.

11. Medical Research Institutes: Conducting research and clinical trials on human health digital devices.

12. Data Protection Bodies: Protecting peoples personal data according to EU and UK data protection regulations.

13. Media and Press: Spreading and sharing the news of health technology integration and adoption in human life, featuring digital health products, reporting demands, sharing the news of reputed global brands and their new products, discussing about reputed brand values.

The Stakeholders Map:

Firstly, the definition of stakeholders mapping stand for identifying, analysing, and categorizing people who have interests in a certain businesses, projects (Newcombe, 2003). In addition, the stakeholders power interest matrix is a measurement tool which is used to classify the stakeholders into four groups according to their powers or influences, and interests in the certain businesses, and projects (Slabá, 2014). Furthermore, the stakeholders power interest mapping matrix tool was developed by Mendelow in 1991 (Mints et al., 2019).

To manage the project of new digital health device a Mendelow's powers and interests matrix has been outlined below:

Powers	Interests	Stakeholders	Strategies
High powers	High interests	Board of executives, Healthcare partners, Finance Department	Managing closely
High powers	Low interests	Regulatory bodies, Investors, Shareholders	Keeping satisfied
Low powers	High interests	Customers, Consumers, Retailers, Dealers	Keeping informed
Low powers	Low interests	Press, General people, Media	Monitoring periodically

Table-04: A Mendelow's Powers And Interests Matrix Tool For The Project.

The Stakeholders Roles And Responsibilities, Benefits, And Challenges:

The various kinds of stakeholders carry different kinds of roles, responsibilities, benefits, and challenges for the certain businesses, and projects (Cottrell et al., 2015). Here, a brief review of key stakeholders roles, responsibilities, benefits, and challenges are outlined below who are involved in this new digital health device project.

Stakeholders Roles And Responsibilities:

Firstly, the role and responsibility of executive body involves approving proposals, allocating resources, providing directions, and creating strategies for the project. Secondly, Research and development team's role and responsibility involves designing and testing the digital health device. Thirdly, the marketing team's role and responsibility involves developing promotional contents and campaigns for the new health device. Fourth, Sales and logistics team's role and responsibility involves ensuring the product availability in retail outlets, and in the online platforms. Fifth, IT team's role and responsibility involves providing cyber protections. Sixth, healthcare providers role and responsibility involves providing clinical validity, and conducting trials. Seventh, regulatory bodies role and responsibility involves providing certification

for the new device, and maintaining data protection laws. Eighth, consumers role and responsibility involves using the products, and providing feedback. Ninth, suppliers role and responsibility involves providing the raw materials for the products, and delivering the raw materials in a timely manner. Tenth, project manager's role and responsibility involves overseeing the project plans for execution etc.

Stakeholders Benefits:

Firstly, the board of executives ensure the company's vision within the business project. Secondly, R&D team brings innovative ideas into the new digital health device product. Thirdly, marketing team spreads brand recognitions, and creates brand values. Fourth, sales and distribution team helps to broaden the markets nationwide. Fifth, regulatory bodies ensures the trustworthiness of the new product. Sixth, IT team secures the data privacy and data integrities. Seventh, healthcare providers bring credibility, and legitimacy to the new digital health device. Eighth, consumers provides user insights for improving the product. Ninth, suppliers deliver the raw materials in the timely manner to launch the product within the targeted timeframe. Tenth, project manager coordinates all the internal and external stakeholders to manage the project successfully, and to address any changes if required etc.

Stakeholders Challenges:

Firstly, executive body's challenge includes managing finance, allocating budget, and assessing risks associated with the project. Secondly, R&D teams challenge includes shorter timeframe, and technical errors. Thirdly, marketing teams challenge involves describing technical terms to the customers. Fourth, sales and logistics teams challenge consists of mismanagement of the inventory. Fifth, compliance teams challenge includes complex approvals process. Sixth, IT teams challenge involves tackling cyber-attacks, and safeguarding data. Seventh, health providers challenge includes maintaining patients data privacy. Eighth, customers challenge involves adapting new digital technologies, sharing personal health information to the third parties, and affordability of using the new products. Ninth, suppliers challenge includes collecting, and delivering the raw materials in a tightly timeframe, and providing the best competitive prices in the market. Tenth, project manager challenge consists of managing all the project works, monitoring the progress of the project, ensuring effective communication among all stakeholders, and launching the new digital health device in the next 6 months timeframe.

The RACI-Matrix For The Project:

The definition of RACI-matrix stands for a management tool which is used in a project to distribute the assigned tasks and responsibilities to each group or individual who are involved with the project (Ahmed, 2019). Additionally, RACI means:

R-Responsible

A-Accountable

C-Consulted

I-Informed (Smith et al., 2005).

A RACI-matrix for the new digital health device project has been prepared below:

Project Task	Executive Board	R&D Team	Marketing Team	Sales Team	Regulatory Authority	IT Team	Health Service Providers	Suppliers	Project Manager
Product Design	C	R	I	I	C	C	C	I	A
Complying Regulations	A	C	I	I	R	C	C	I	A
Managing Suppliers	A	C	I	I	I	I	I	R	A
Marketing Strategies	A	C	R	I	I	C	C	I	A
Financing Project	R	C	I	I	I	I	C	I	A
Product Launching	A	C	C	I	I	C	C	C	R
Data Protection	A	I	I	I	R	R	C	I	A
Quality Management	A	R	C	I	C	I	C	C	A
Sales of Product	A	I	C	R	I	C	C	I	A
Collaborate With Health Service Providers	A	C	I	I	C	C	R	I	R
Managing Investors And Shareholders	A	I	I	I	I	I	C	I	R
Informing Media And Press	A	C	C	C	C	C	C	I	R
Collecting Consumers Feedback	A	C	I	C	C	C	C	I	R

Table-05: A RACI Matrix For The Digital Health Device Project.

NB:

R=Responsible

A=Accountable

C=Consulted

I=Informed

Engagement Plan With Stakeholders:

The stakeholders engagement plan consists of a bunch of strategies which define how a business project would interact and communicate with different stakeholders (Hollmann et al., 2022). In addition, engagement plans with stakeholders include to identify all stakeholders, analyse their influences, build strategies for communications, develop techniques for involving them into the projects, create channels for informing them about the projects on a frequent basis (Ray et al., 2017).

A stakeholders engagement plan for the new digital health device project is provided below:

Stakeholder	Engagement Purpose	Recurrence	Engaging Method
Executive Body	Strategies discussion	Weekly	Boards meeting
R&D	Product development updates	Weekly	Internal meetings
Marketing Team	Discussion on marketing strategies	Monthly	Internal meetings
Sales Team	Discussion on sales strategies	Monthly	Internal meetings
Regulatory Bodies	Discussion on regulations & laws	Fortnightly	External meetings
IT Team	Discussion on data & cyber security	Fortnightly	Internal meetings
Health Service Providers	Discussion on collaborations	Bi weekly	External meetings
Suppliers	Discussion on timely deliveries	Weekly	Virtual online meetings
Financing Authority	Discussion on releasing funds	Weekly	Regular face-to-face meetings
Investors, And Shareholders	Discussion on R.O.I, profitability, & share market projections.	Monthly	External face-to-face meetings

Table-06: An Engagement Plan With Various Stakeholders of The New Digital Human Health Device.

The Communication Plans With Several Stakeholders:

The definition of communication plan in a project stands for sharing the project information with specific stakeholders in a certain frequency by utilizing specific communication medium or channels (Brown et al., 2021). An effective communication plan with several stakeholders is essential for managing any project within the organization to execute it successfully (Sanghera, 2018).

A communication plan for the new digital health device project within the Philips UK, Company is narrated below:

Audiences	Key Information	Frequencies	Channels	Responsible Providers
Executive Authorities	Project approvals, and strategic decisions making	Weekly	Providing regular progressing reports	Project handler/manager
Health Service Providers	Obtaining clinical validity, and exchanging research data	Monthly	Formal emails, and organizational workshops	R & D Team
R & D	Progress of the product development, and address any feature changes	Daily	Internal Dashboard Meeting	Product technical manager
Sales Department	Nationwide product distribution policies	Bi Weekly	Corporate sales meetings, and presentations	Sales manger
Marketing Department	Developing product promotional policies, and marketing strategies	Weekly	Creating corporate marketing campaigns, and advertisements workshops	Marketing manager
IT Department	Developing patient data protection policies, and providing cyber securities	Weekly	Sharing data through internal dashboards, and joining online platforms meetings	IT manager
Regulatory Authorities	Updating on product safety rules and regulations	Monthly	External meetings through in-house, and virtual platforms	Regulatory manager
Finance Department	Collecting adequate funds, and releasing the funds in the timely manner	Weekly	Internal board meetings	Finance manager
Investors, & Shareholders	Product value propositioning, R.O.I, and share market values	Fortnightly	Official in-house meetings, and online meetings	Invest & share market manager
Suppliers	Requirement of raw materials, and expected delivery times	Weekly	Formal emails, face to face meetings, and virtual meetings	Project manager
Retailers	Availability time & features of the product, and product launch date	Monthly	Virtual meetings through online platforms	Supply chain & logistics manager
Internal Employees	Product development processes, addressing any change regarding the project, and strategic plannings for successful execution	Weekly	In-house internal team meetings, joining formal trainings, and participating workshops	HR manager

Table-07: A Strategic Communication Plan For The New Digital Health Device Project of Philips UK, Company.

Conflict Management Plans By Applying 4Cs Model:

The definition of conflict management includes to identify any conflict in a certain project, and resolve the disagreement in a productive and professional way to reduce the negative-impact, and maximise the positive-outcome (Himes, 2008). The 4Cs tool is used as a model to resolve any conflict in a certain project by applying four effective measures including communication, cooperation, collaboration, and coordination in an organization (Tey et al., 2018). Here, a short discussion on conflict management in this project by applying 4Cs tool is described below:

Communication:

Communication is the foundation of a project management in the organization (Zulch, 2014). In this project of Philips UK, company the effective communication would ensure developing strategies, maintaining transparency, progression of the project tasks in the targeted timeframe, engagement with all stakeholders, and launching the product successfully. It is the project manager's responsibility to convey all the information to appropriate recipients in a timely manner through proper channels. To enforce communication strategies the project manager needs to report regularly, use digital platforms, create feedback channel, address changes, handle conflict in a constructive way, and monitor all internal and external communication in the dashboard. Clear and effective communication would minimise risks of this project, reduce conflicts among stakeholders, and increase employee performance which are vital for the success of this new digital health device project. Finally, effective communication would facilitate to value different viewpoint of multiple stakeholders of this project which would reduce conflicts significantly.

Coordination:

Coordination stands for to organize, manage, and monitor the project tasks to run the project effortlessly, and meet the project goals (Jha et al., 2006). In this new digital health device project the project manager is responsible for coordinating all the project tasks among multiple stakeholders. Project manager should maintain a task log for the project which ensures proper distribution of project task to various stakeholders, monitoring cross functional activities across multiple groups, creating a map of dependencies. By creating a structured planning framework the Philips, UK company would avoid any conflict among stakeholders, wastage of resource, and ensure efficiency of the project tasks.

Cooperation:

Cooperation stands for to assist, and support each other for achieving shared goals in a certain project within the organisation (Schneider, 1995). In the project of Philips UK, company cooperation would play a crucial role to achieve the shared goals of this project by numerous stakeholders. The various cooperation techniques of this project include team-building, shared responsibilities, group-workshops, providing feedback & supports, joint-venture tasks among stakeholders, providing acknowledgements, motivations, promotions, and recognitions to all who are associated with this new digital health device project of the Philips UK, company. All team managers, and the project manager would monitor the cooperation processes to reduce conflicts.

Collaboration:

Collaboration stands for to work together for planning and executing a project by sharing knowledge, resources, information, and skills towards achieving a common visions, and goals (Bond-Barnard et al., 2018). Collaborations facilitates shared-accountability, shared-KPIs shared-responsibility, shared-goals, shared-objectives, and shared-problem-solving in a project within an organization (Larsson et al., 2020). Firstly, the project manager of this new digital health device project of the Philips UK, company would need to collaborate with third-party public (such as NHS), and private healthcare providers to understand the market needs, and reduce the conflicts regarding project strategy planning. Moreover, all internal stakeholders of this project need to collaborate with various internal teams (such as R&D) to execute the project successfully, and reduce internal-conflicts among various internal-groups. Additionally, the project manager needs to collaborate with external stakeholders (such as Regulatory Authority) to address their demands, and to reduce external-conflicts.

Evaluation of The Impacts of Stakeholders Engagement:

The impacts of stakeholders engagement in a project within an organisation fosters the project success by implementing effective communication, reducing risks, creating collaborations on shared goals, organising project tasks in a structured manner, cooperating each other to run the project task smoothly, engaging with all stakeholders effectively, assigning resources and tasks to all teams to execute the project in a targeted timeframe (Maurer et al., 2022). Furthermore, effective stakeholder engagement in a project drives innovations, creates faster outcomes, brings product rapidly into market, reduces risks associated with project, reduces conflicts among various stakeholders (Huzzard, 2021).

In this new digital health device project the Philips UK, company would be impacted positively by engaging with different stakeholders. Firstly, the engagement with R&D team would foster the innovations, and quality of the product. Secondly, by applying communication method, and 4Cs tool to various stakeholders would ensure smooth operations of the project. Thirdly, by following a stakeholder engagement plan the Philips UK, company would maintain, and increase project KPI's. Fourth, by implementing RACI matrix tool Philips UK, company would distribute tasks effectively, and reduce risks associated with the project. Fifth, by providing appropriate trainings, and workshops to the internal employees for this project the Philips UK, company would boost employee performance, morale, confidence, and harmony work-cultures. Sixth, by engaging with executive body, finance team, investors, and shareholders in a timely manner the Philips UK, company would avoid any unwanted delay to execute the project due to lack of necessary funds. Seventh, by engaging with marketing team Philips UK, company would be ahead of the game of producing marketing policies and strategies of the new device. Eighth, by engaging with sales team Philips UK, company would distribute the newly developed product nationwide in a timely manner. Ninth, by engaging with regulatory authorities Philips UK would avoid any legal issues which could delay the project delivery. Last but not the least, by engaging with IT team Philips UK would ensure patients data-safety, and cyber-security.

Recommendations For Future Stakeholders Engagement:

The recommendations stand for to provide suggestions which are agile, evidence-based, and specific for solving problems, addressing challenges, issues, and changes, improving strategies, enhancing operational processes, increasing outcomes for present or future project (Bianchi et al., 2021). In addition, recommendations are provided to the companies for the betterment of the project success, and for the better outcomes of the targeted projects (Alhawamdeh, 2021).

Here a list of recommendations are outlined below for future stakeholder engagement:

1. Creating online platforms for collaborations with various stakeholders.
2. Consulting with regulatory bodies in the early stages to avoid any legal issue.
3. Creating cross functional seminars and workshops to engage the internal employee into a certain project tasks.
4. Creating feedback channels to provide insights on project assignments.
5. Integrating sustainability into the project to reduce carbon emissions.
6. Opening a learning centre for internal-stakeholders to provide in-house-trainings.
7. Opening an external-stakeholders relationship office to foster stakeholder-mapping, engagement plan, and communication plan.
8. Opening a conflict management centre by integrating 4Cs including collaboration, coordination, communication, and cooperation.
9. Opening an innovation centre in the R&D department to engage with health service providers, doctors, nurses, patients, scientists, data-analysts to drive innovations, and integrate new features to the product.
10. Enhancing digital virtual engagement methods by integrating video conferencing tool for remote stakeholders, global partners, and global suppliers.
11. Establishing a stakeholders-advisory board to gather strategic information, and maintain project-goals alignments.
12. Opening an open-dialogue centre to discuss the capacity, and limitations of all stakeholders related-to-the-project.
13. Opening a dedicated-communication-channel for the-investors, and company-shareholders to gain their-insights into-the-project.
14. Opening an experience-share centre for the consumers, and customers to get their-feedback on the company-products, and services.
15. Leveraging digital engagement tools including Microsoft Office 365, Zoom, Webex, Google Meet, MS Teams, WhatsApp etc. to conduct virtual-workshops among different-kinds-of stakeholders of the future-company-projects.

Conclusion:

The-conclusion stands for the-summary-of-a-report, or project which outlines the strategies, implementations, interventions, integrations, and outcomes of the assignments (Schipper et al., 2017). In conclusion, firstly, this project report of Philips UK, company analysed SWOT, and PESTLE-analysis for the-new-product-project. Secondly, it denoted SMART-objectives for the-project. Thirdly, this-report identified all-stakeholders involved-in-the-project. Fourth, it outlined a-stakeholders-mapping-matrix. Fifth, it described the roles, responsibilities, benefits, and challenges of several-stakeholders involved-in-this-project. Sixth, it produced a-RACI-matrix for various-stakeholders. Seventh, it produced an-engagement-plan for different-stakeholders. Eighth, it produced a-communication-plan to communicate with-numerous-stakeholders. Ninth, this-project-report narrated a-conflict-management-plan for various-stakeholders by applying 4Cs-model. Tenth, this-report evaluated the-impacts-of-stakeholders-engagement for the-new-digital-human-health-device-project of Philips UK, company-Ltd. Finally, this-project-report regarding-new-digital-human-health-device provided, and suggested numerous-recommendations to the Philips UK, company for their future-stakeholders-engagement-processes for the-future-projects of the-organisation.

References:

1. Ahmed, M.R. (2019). The RACI Matrix and its implications: A case of Unilever.
2. Alhawamdeh, A. (2021). Recommendation to Improve Project Management Practices of the Case Company.
3. Benn, S., Abratt, R. and O'Leary, B. (2016). Defining and identifying stakeholders: Views from management and stakeholders. *South African journal of business management*, 47(2), pp.1-11.
4. Benzaghta, M.A., Elwalda, A., Mousa, M.M., Erkan, I. and Rahman, M. (2021). SWOT analysis applications: An integrative literature review. *Journal of Global Business Insights*, 6(1), pp.54-72.
5. Bianchi, M.J., Conforto, E.C., Rebentisch, E., Amaral, D.C., Rezende, S.O. and de Pádua, R. (2021). Recommendation of project management practices: A contribution to hybrid models. *IEEE transactions on engineering management*, 69(6), pp.3558-3571.
6. Bond-Barnard, T.J., Fletcher, L. and Steyn, H. (2018). Linking trust and collaboration in project teams to project management success. *International Journal of Managing Projects in Business*, 11(2), pp.432-457.
7. Brown, H.O., Jacobson, S.K., Cockrell, M., Sutt, J., Allen, K. and Copeland, A. (2021). A five-step stakeholder communication plan for more effective natural resource management. *The Journal of Extension*, 59(4), p.6.
8. Cadle, J., Paul, D. and Turner, P. (2010). *Business analysis techniques* (Vol. 260). British Informatics Society Limited.
9. Cottrell, E.K., Whitlock, E.P., Kato, E., Uhl, S., Belinson, S., Chang, C., Hoomans, T., Meltzer, D.O., Noorani, H., Robinson, K.A. and Motu'apuaka, M. (2015). Defining the benefits and challenges of stakeholder engagement in systematic reviews. *Comparative Effectiveness Research*, pp.13-19.
10. Dunaievskyi, S.S. (2022). Pestle Analysis: An Important Business Analysis Tool. *Ministry Of Education and Science of Ukraine Vn Karazin Kharkiv National University*, p.57.
11. Friedman, A.L. and Miles, S. (2006). *Stakeholders: Theory and practice*. Academic.
12. Greenwood, M. (2001). The Importance of stakeholders according to business leaders. *Business & Society Review* (00453609), 106(1).
13. Gurl, E. (2017). SWOT analysis: A theoretical review.
14. Heesen, B. (2023). *Shaping Tomorrows Healthcare Technology: Predicting Philips' Future Performance* (Master's thesis, Universidade NOVA de Lisboa (Portugal)).

15. Helms, M.M. and Nixon, J. (2010). Exploring SWOT analysis—where are we now? A review of academic research from the last decade. *Journal of strategy and management*, 3(3), pp.215-251.
16. Himes, J.S. (2008). *Conflict and conflict management*. University of Georgia Press.
17. Hollmann, S., Regierer, B., Bechis, J., Tobin, L. and D'Elia, D. (2022). Ten simple rules on how to develop a stakeholder engagement plan. *PLoS Computational Biology*, 18(10), p.e1010520.
18. Huzzard, T. (2021). Achieving impact: exploring the challenge of stakeholder engagement. *European Journal of Work and Organizational Psychology*, 30(3), pp.379-389.
19. Jacobs, V. (2023). *Shaping Tomorrows Healthcare Technology: A Strategic Dive into Philips* (Master's thesis, Universidade NOVA de Lisboa (Portugal)).
20. Jha, K.N. and Iyer, K.C. (2006). Critical determinants of project coordination. *International journal of project management*, 24(4), pp.314-322.
21. Kujala, J., Sachs, S., Leinonen, H., Heikkinen, A. and Laude, D. (2022). Stakeholder engagement: Past, present, and future. *Business & Society*, 61(5), pp.1136-1196.
22. Larsson, J. and Larsson, L. (2020). Integration, application and importance of collaboration in sustainable project management. *Sustainability*, 12(2), p.585.
23. Maurer, M., Mangrum, R., Hilliard-Boone, T., Amolegbe, A., Carman, K.L., Forsythe, L., Mosbacher, R., Lesch, J.K. and Woodward, K. (2022). Understanding the influence and impact of stakeholder engagement in patient-centered outcomes research: a qualitative study. *Journal of general internal medicine*, 37(Suppl 1), pp.6-13.
24. Mints, A. and Kamyshnykova, E. (2019). Methods of stakeholder prioritisation in the context of stakeholder management.
25. Mocker, M. and Ross, J. (2018). Digital Transformation at Royal Philips.
26. Newcombe, R. (2003). From client to project stakeholders: a stakeholder mapping approach. *Construction management and economics*, 21(8), pp.841-848.
27. Oleksandra, K., Oksana, S. and Yevheniia, H. (2019). Use of the smart goals as one of effective approach for the corporate strategic planning. In *Colloquium-journal* (No. 2-5 (26), pp. 68-70). Голопристанський міськрайонний центр зайнятості.
28. Philips (2024). *About Philips Healthcare UK*. Available at: <https://www.philips.co.uk/healthcare> (Accessed: 29 October 2025).
29. Philips (2023). *Annual Report 2023*. Available at: <https://www.results.philips.com/publications/ar23/downloads/files/en/PhilipsFullAnnualReport2023-English.pdf> (Accessed: 29 October, 2025)

30. Puyt, R.W., Lie, F.B. and Wilderom, C.P. (2023). The origins of SWOT analysis. *Long range planning*, 56(3), p.102304.
31. Ramanathan, G. and Jagadeesha, S.N. (2022). Journey from Electronics to Healthcare Technology–Philips, Healthcare Product Maker. *International Journal of Case Studies in Business, IT and Education (IJCSBE)*, 6(2), pp.358-377.
32. Rastogi, N. and Trivedi, M.K. (2016). PESTLE technique—a tool to identify external risks in construction projects. *International Research Journal of Engineering and Technology (IRJET)*, 3(1), pp.384-388.
33. Ray, K.N. and Miller, E. (2017). Strengthening stakeholder-engaged research and research on stakeholder engagement. *Journal of comparative effectiveness research*, 6(4), pp.375-389.
34. Sammut-Bonnici, T. and Galea, D. (2015). SWOT analysis. *Wiley Encyclopedia of management*, 12(1), pp.1-8.
35. Sanghera, P. (2018). Planning for communication and stakeholder management. In *PMP® in Depth: Project Management Professional Certification Study Guide for the PMP® Exam* (pp. 313-341). Berkeley, CA: Apress.
36. Schipper, R., Silvius, G. and van den Brink, J. (2017). Reflection and Conclusion. In *Sustainability in Project Management* (pp. 105-120). Routledge.
37. Schneider, A. (1995). Project management in international teams: instruments for improving cooperation. *International Journal of Project Management*, 13(4), pp.247-251.
38. Shtal, T.V., Buriak, M., Ukubassova, G., Amirbekuly, Y., Toiboldinova, Z. and Tlegen, T. (2018). Methods of analysis of the external environment of business activities.
39. Slabá, M. (2014). Stakeholder power-interest matrix and stakeholder-responsibility matrix in corporate social responsibility. *Proceeding of 8th International Days of Statistics and Economics*, pp.1366-1374.
40. Smith, M.L., Erwin, J. and Diaferio, S. (2005). Role & responsibility charting (RACI). In *Project Management Forum (PMForum)* (Vol. 5, p. 12).
41. Statista (2023). *Wearable Health Device Market in the UK*. Available at: <https://www.statista.com> (Accessed: 29 October 2025).
42. Swaidi, A. and Jumaan, S. (2023). An Approach to Assess the Effectiveness of Smart Goals in Achieving Sustainable Business Development. *NILES journal for Geriatric and Gerontology*, 6(1), pp.344-352.
43. Tey, K.H., Chai, C.S., Olanrewaju, A.L. and Aminah, M.Y. (2018). Conceptualising 4Cs in Construction Project Team Integration. *Malysian Construction Research Journal (MCRJ)*, ISSN, (1985-3807), pp.83-96.
44. Zulch, B.G. (2014). Communication: The foundation of project management. *Procedia Technology*, 16, pp.1000-1009.