

# Fujitsu Report

Module: Community Engagement

Module Code: LCBB4002

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## Introduction

Fujitsu is a global leader in business and technology, they use this to make happier lives. The company works hard to contribute to the growth of society and their customers, that is the purpose of Fujitsu. In this report we will focus on how Fujitsu carry out its community engagement and what is the importance of it for the business, what skills the staff should have to carry out successfully community engagement activities and how the company are using both human and material resources to improve lives in the community.

### 1. How Fujitsu has been using both its human and material resources to better improve lives in the community

Humans do not live by narratives alone. We create institutions that align our collective behaviour with our narratives. (David, 2019) Fujitsu have three main goals for its employees, provide them with work that is engaging and challenging to make them strive for success and push them towards their goals, they allow them to continually learn new things and develop new skills. To achieve this Fujitsu has built an environment to improve employee engagement and create workplaces where employees can develop their skills to meet the needs of society. They encourage the community to see Fujitsu as a place where they can see their full potential and personal growth and they also get rewarded for their remarkable results of work. Fujitsu offer the knowledge and the skills of their employees to the community by working with a lot of young people and also small businesses. With their talented employees with a true passion to help the community (Human Resources) and their technology and promised rewarding and exciting future (Material Resources) Fujitsu already built platforms to support several customers.

## 2. Key themes upon which Fujitsu carry out its community engagement activities

Community engagement is the process of collaborating and working with groups of people affiliated by special interest, or fixing issues that are affecting the well-being of those people. Some examples are engaging in events, volunteering, donating. (Wallerstein et al., 2015) Community engagement leads to many positive outcomes and benefits for companies, and this is why it is so important. As an organization engaging with the communities leads to better decisions which open the eyes for the big picture of the projects. When is done right, it will help to create more socially liable organization. (Wade and Demb, 2009) Fujitsu are focused on these 6 particular key themes because that is where they can make the most difference and be effective in their community engagement. The areas they are currently supporting are:

Digital Inclusion: They participate in 16 different events that focus on this exact area “Digital Skills and how to use Digital Devices”

Youth Employment: Fujitsu create opportunities for the young people, provide 1 volunteer from the company to the enterprise and advisor network, complete interview skills workshops, intake people to the Junior talent Program.

Universities and Research Establishment: Fujitsu partner with a lot of universities and research establishments to create solutions for the challenges in the society.

STEM: Encourage students to participate in academic disciplines “STEM” at all levels of education.

Volunteering: Run 10 workshops for sharing skills with Fujitsu’s charity partners.

Charities: Raise over 200 thousand pounds for charity projects, supporting around 10 charities per region every year.

### 3. Service users and what services they require from the Fujitsu

The company Fujitsu was founded in 1935, and in that time the firm was manufacturing telephones and automatic exchange equipment, later they expanded to computers and ICT services with a goal to generate value for the business and the society. Services provided to the customers from Fujitsu is called "Cloud" which is software as a service, it provides the service users with ICT – Information and Communication Technology resources. They use it in fields such as medical care and nursing. (Kino, 2011)

Fujitsu is currently working with more than 150 companies all across the world both public and private. Their service users seek for innovative IT services and solutions in which Fujitsu are specialized in.

Evelina London Children's hospital is one of the service users of Fujitsu. During the COVID-19 Pandemic visiting and family access was restricted to the hospital, they wanted to upgrade to a remotely accessible and child-friendly digital diary so the parents can track the day-to-day progress of their child. The hospital needed a partner who are able to develop this kind of app quickly during the pandemic. They co-created the app with the help of Fujitsu HXD approach technology, which helped the parents by connecting them to their sick children, and another way for the patients to remember their journey in the hospital.

Service User: Evelina London Children's hospital

Service they require: Upgrade the physical journey to a digital diary, partner who can develop the app during the pandemic.

Solution: Fujitsu HXD approach technology on Microsoft Cloud.

### 4. The importance of community engagement role in Fujitsu's business

Community engagement plays a huge role in an organisation, this is why it is so important. Well run community engagement will bring extensive benefits for both sides, the community and the business. It will build trust, give knowledge of local issues and will increase the satisfaction. Poor community engagement can lead to a lot of bad things within the community, it can create lack of trust, lack of awareness and negative outcomes. (Head, 2007) More simply explained, community engagement role is defined as talking with people and get feedback from them, but it is more than that. Being good in the community engagement role means to inspire and empower, lead communities to grow their confidence and surface their imagination so they can create effective strategies, engage in the right way so people can understand the matter of a problem and agree on the best solution. (Wilson, 2019)

The community engagement role in Fujitsu is important because the company is well known for the services they offer for the communities and their business rely on this. They support a lot of small businesses, furthermore they create opportunities for the young people and believe this wouldn't be possible without healthy and prosperous communities. Fujitsu is smart and sustainable business which wants to deliver only great results, provide the best service, solutions and contribute positively to the communities. Fujitsu has been a member of (BITC) Business in the Community for 17 years, and they contribute to a lot of projects. Having this role is a lot of responsibility and it is so important because the company promotes business practices among 850 member organisations.

#### 5. Fujitsu's staff, the skills and knowledge needed to successfully carry out community engagement activities

Fujitsu has more than 126 thousand employees all across the world, their staff is passionate to deliver excellent service to their customers, not only this but their employees have a purpose to make the world more sustainable with innovative solutions globally. Fujitsu are using their staff skills to support local communities and address social issues engaging with community stakeholders. The company has (IOS) Impact on Society groups, they deal with requests for funding, sponsorship and manage local volunteering activities in support of the company. These groups are the staff who works closely with organisations in the communities, where they invest time and knowledge to worthy causes.

The skills and knowledge the Fujitsu staff is required to have are 2 types according to the Community type, Internal and external Community. Promoting good behaviour, make easier connections are valued in the Internal community skills, while member support and data play role in external community skills. Skills like coaching, training development, consulting, supporting are important for the community engagement activities. (Rogerson et al., 2011)

The company has several Community Targets which are noted in (Page 4):

Such as Youth Employment where Listening, Analysing, Response and Escalation skills, Training Development skills are required because the staff has the task to work in the recruitment team and complete CVs.

In the Volunteering area where the company runs workshops to support communities and education centres the staff are required to have Coaching skills, Empathy and Member Support skills.

Overall, the skills and knowledge required are understanding, addressing the right problems while taking the right solution and the key element listen with passion because it's all about people agreeing that the project will be good for their community and the stakeholders. Excellent communication skills is the key for Community Engagement, it is essential because it allows others and yourself to understand the information more accurately and it builds strong relationship with the stakeholders and the communities which the company is working with. Being able to communicate effectively fuels innovation and promotes collaboration between the parties, sharing ideas or better solutions for a problem. Good communication also helps to resolve issues, thoughtful and active listening and professional responses can be only beneficial for both parties. (Weger et al., 2014)

## 6. How can they acquire the identified skills?

Listening skills is important skill because improves relationships, leads to better decision making and reach agreements with others. The first element to develop this skill is to maintain eye contact with the speaker, this provides them with nonverbal cue that you are interested in the conversation. Always pay close attention and visualize to what the speaker is saying, this will help to analyse the situation and give the right response to them. Listening and analysing skills enables an organisation to operate more effectively with the information they are given, which will leave positive impression to the communities. (Harry, 2014) To acquire Training development skills, identifying a clear business goal is the first step, once the goal is identified it has to be defined activities that will help to perform the task to reach that goal. The staff should be prepared to analyse all the young employees and identify their skill gaps so they can be able to provide them with the most accurate training program and they can to that by simply plan it before delivering it for best results. (Tony, 2003)

A good coach inspires, encourages and motivates people. The best way to acquire coaching skills is to inspire the employees, this will help them to get confidence and they are most likely to dedicate more to the task which will lead to great results. Organization planning is also valuable as it helps the coach plan to set goals like weekly or monthly targets. Supporting the employees will build strong relationship, asking them simple questions like “How are you?” will show to them that they are valuable and appreciated. (Grant and Hartley, 2013)

Learning the basics of nonverbal communication, is the first approach to developing good communication skills. It is important for public speaking, the tone of voice, expressions, body language and hand gestures are all very important. Having open posture and relaxed tone shows confidence. Clarity is very important when it comes to communication, saying too much or too less can confuse the listeners and will reduce their attentiveness. Make the communication relevant, add value to it and give the audience a reason to listen, asking for feedback and questions is also an important part of good communication skills. (Barker, 2010)

## Conclusion

In this report was discussed about Fujitsu’s key themes on how the company carry out its community engagement and how the company uses Human and Material resources in favour of the communities. Based on analysis, the services the company offers was noted and how they deal with requirements from their customers. It was talked briefly how important the community engagement role is in the company, what skills the staff needs and how to acquire them to successfully carry out community engagement activities.

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