

PESTLE analysis of NHS

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INTRODUCTION

Community engagement is the process that enhances the relation between different communities to achieve long term goal. It involves communication and exchanging of thoughts between different communities. It helps in enhancing the connection between people that can help in achieving social goal of the society. It offers an ethical, reflexive and social approach of the community. It enhances understanding between members of the community. It develops capability among the members of community to participate in the societal activities.

Present study will be based on NHS which is affiliated Health and Social Care (HSC) in Northern Ireland and it was established together in the year of 1948 as one of the major social reforms following the Second World War. They provide services which is comprehensive range of health services, free at the point of usage of people in the United Kingdom.

Report will include SWOT analysis, importance of training and development and role of the employees. It will also include skills and knowledge needed for running the company.

Size, structure, goals, mission and values

NHS is operating and regulating where they provide services to the patients. The market size of NHS is larger as compared to its competitor. It is using tall organizational structure in the company. As in this there are different levels of management that can help in building the relation between the employees. In NHS, there are different levels of management that can operate business. As tall organizational structure helps provides several advantages to NHS. Through this structure communication will improve in the firm. Company is able to promote more employees if there are different levels of management. The goal of the company is to become world most popular health care service provider company (Baldus, Voorhees and Calantone, 2015), Mission of NHS is to work together as Clinical Commissioning Group which ensure our communities receive the best evidence based care possible within the available resources. Vision is to delivering better health for the society people through give them best care services.

People and their expectations

NHS customers are the health care service provider company where large number of patients are treated in good manner. Companies have to satisfy the needs and wants of the patients. Its customer also include the end users who are using that services. As NHS is a health care professional service and facilities provider organization which are offer best care to the patients

(Beatley, 2016). As NHS is distribute their services and facilities in the world wide. There are around 6500 employees and staff members who are work within an organization. Most of the employees are worked for decommissioned primary care trusts and strategic health authorities.

PESTLE analysis of NHS

It is the tool that is used to identify the external factors of the environment that affect the performance of the company. It includes Political, economical, social, technological, legal and environmental factors (Laverack and Manoncourt, 2016).

Political Factors

These include political stability and instability, foreign trade policy, corruption, environmental law etc. As NHS is operating in many countries so political instability affect the working of the company. Corruption also impact on functioning of the company. Because of corruption black money is generated in the economy that will lead to lower economic growth.

Economic Factors

These include economic growth, exchange rates, inflation rate, unemployment rates etc. If the inflation rate increases then the purchasing power of the customer will decrease that will affect the profit of NHS. Demand and supply also effect from these factors. Exchange rates affect the import and export from one country to another (Song, Sun and Jin, 2017).

Social Factors

These factor such as population growth rate, age distribution, customs, beliefs, lifestyle etc. Different countries is having different culture and it plays an important role in NHS. Education level also affect the working of NHS as it requires skilled workforce to work but that is not available in the country that will have an impact on NHS.

Technological Factors

These include innovation, automation, research and development activity etc (Nurmi and Niemelä, 2018). NHS are adopt updated technology and techniques which are helpful in recording patients details and information. For this, they can easily;y manage and maintain all data and information regarding patients health in better manner.

Legal Factors

These factors include different laws that affect the working of NHS. These factors are discrimination laws, employment and consumer protection laws etc (Mkude and Wimmer, 2015). Health and safety plays an important role within NHS company because they are mainly focus on

patients health so they required to clean all the places or room.. As different country is having different laws that will affect the company's operation.

Environmental Factors

These factors include weather, laws related to pollution, environmental changes etc. Because of the pollution there is a law in the country that it will not be setup inside the city because of pollution health of the people living in the surrounding affects so this will have an impact on the business operations of NHS (Anitha, 2016).

Role of employees and how they help in achieving the goal

Employees plays an important role in setting up the work culture in the organization. They have to build employee relation in the company that helps in growth and increase in profit. Employees are the asset for the company. They help in achieving the goal by enhancing employee engagement that will help to build good relation among employees in NHS. If employees interact with each other then it will be benefit for the company.

Training and Development and its importance

Training and development is the most important function carried out by the human resource department in the organization. Training refers to the process of educational setup where employees are instructed and taught in order to improve the skills, concepts and gain knowledge in order to perform better. Development refers ad the overall growth of employees in different positions in the organization. It is related to the thoughts, perceptions, attitudes, leadership and human relations. Training and development together is a program conduct by human resource department in order to improve the efficiency and performance of employees by providing systematic framework (Cohen, 2017).

Importance of Training and Development for NHS are as follows -

- There are many employees who have lack of some particular skills. By training and development program, employees can improve that skills in order to perform better and contribute in the achievement of NHS objectives.
- Training and development programs improves the performance of employees because it gives employees an idea about how to work and for the completion of work, required skills and knowledge are also given which help employees to do work properly without minimal mistakes.

- Training and development programs reduce the supervision and direction efforts and also reduce the employee turnover costs because here employees who get training has high morale which lead to work satisfaction and confidence. Also, because of training they get to know about the methods and strategies used by company which increase employees' productivity as well.

HR Manager and It's importance

Human resource manager is the one who plan, organize, direct and co-ordinate the administrative functions of NHS. They supervise the selection, interviews and hiring of new employees in the organization. They also help the top management team in preparing and implementing the strategic planning in order to achieve the organizational goals and objectives of the NHS (Cassar and et.al., 2018). Their roles and responsibilities are as follows -

- To provide guidance on compensation policy and facilities.
- To provide proper and systematic training and development programs.
- To provide and create good working environment in which industrial relations can build and maintain.
- To assist the top management team in making organization and employment policy.
- To prepare job description and job specification.
- Assist in determination of the need of new employees in the organization.

IMPORTANCE OF HR MANAGER IN NHS

HR manager helps and improves organization to manage its strategic approach which is required for decision making process regarding human resources needs. If there is high workforce or low workforce, both conditions are bad for organization and impact the employee/employer brand image. HR manager plays an important role in managing working environment efficient and culture which is required in success for NHS. Without HR manager, company can't make standardized, fair, and strategic compensation plan.

Skills and knowledge required to carry out the role of HR manager

There are various skills and knowledge that are needed to be carried out by HR Manager of NHS. These skills are as follows -

COMMUNICATION SKILL

Human resource manager of NHS must have communication skills because he has to be in touch with every department of executive managers and top management team of company

regarding human resource policy and requirements. Also, he must has to communicate the strategic plans with middle level management team (Hirsch, 2017).

ORGANISATIONAL SKILL

HR manager has to plan, organize, direct, control and co-ordinate all the activities regarding human resources such as recruitment, training, performance appraisals, individual development plans, and employee relations. For the successful carry out of the functions, he must has organizational skills.

DECISION MAKING SKILL

HR manager of the company has to take a lot of decisions regarding for the achievement of objectives. These decisions are such as Recruitment decision whether the candidate is good or not for the NHS, the candidate is required training or not, which strategy is good for organization and which is not etc. Thus, HR manager must be sound decision maker.

LEGAL KNOWLEDGE

It is HR manager duty to make employment policy and company policy of NHS. Thus, HR manager must has the knowledge of employment and commercial laws which is applicable to the company so that the policies can't go against legal structure of the nation and company can run its business smoothly without any legal consequences.

INDUSTRY KNOWLEDGE

NHS's HR manager must has the knowledge of retail industry and its related aspects such as competition in retail industry, current and future trend of industry, competitors' strategies and market trend and technologies being used in industry. So that they can maintain its position in the industry and decide its next move in order to gain competitive advantages over its competitors (6 *Key Qualities of an HR Manager*, 2019).

Considerations of requirements that needed to be conduct Training and Development

There are various considerations that are needed to be look before conduction of training and development of NHS. These considerations are as follows -

PERSON ANALYSIS

Employees have required skills or not for the particular tasks, if they don't have required skills, company will provide training to them for the improvement of that skills so that they can perform their tasks easily and effectively.

PERFORMANCE ANALYSIS

Performance of employees are match with the standard performance or not. If not, then company will provide training to them so that they can perform according to the standards of company.

TRAINING SUITABILITY ANALYSIS

Training is the final solution of employment problems or not. If yes, then company will provide training and if no, then company will look for another solution (Saks, 2015).

CONCLUSION

From the above study, it has been summarized that customers plays a crucial role in organizational success and failure. They are the one who consume the goods and services of the organization and help organization to maintain its business in competitive environment. Another important part of organization is their employees who help organization to achieve its organizational goals. Thus, organization should focus on the needs and wants of employees and provide better work environment. Training and development helps organization to get required employees who can contribute their efforts in organization target. HR manager plays an important role in organization and helps organization to run its business in systematic way.

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