



THE TIMES 100

BUSINESS CASE STUDIES

Social influences - Logica

Businesses do not operate in isolation. They are constantly faced with internal and external factors that impact on the dynamics of their operations. Monitoring the external environment is vital to identify changes that could affect the business operations. Being able to address and adapt to these changes ensures the longer term survival of the business. Logica is an innovative IT services organisation that brings people, business and technologies together. Logica employs more than 41,000 people and has clients around the world in a variety of industries including



automotive, oil and gas and manufacturing. Logica's services aim to add value for clients through, for example, improving efficiency and productivity or reducing waste. Logica monitors its external environment using PEST analysis. This is a structured business tool that looks at the political, economic, social and technological influences affecting a business. By auditing and monitoring these influences, Logica can be proactive in ensuring it remains competitive by adapting its own business and by generating innovative and unique solutions for its clients.

Social factors reflect the constant change in society's interests, beliefs and actions. There are now different working patterns available which allow men and women to balance work and life commitments better. New technology is driving faster and more integrated forms of communication - 25 years ago the mobile phone was just an evolving concept; the personal computer and internet were just starting to make an impact. The make-up of society is also changing. The UK has an older and more diverse society with people from many different backgrounds and cultures. A diverse workforce brings together people with different skills and competencies. Diversity is therefore a focus of Logica's HR strategy. Logica competes with many other firms for a limited pool of highly talented individuals with good IT and numerical skills.

To increase this pool of talent, Logica aims to increase the number of females in its workforce. Within the IT industry, females only account for an average of 16% of the graduates in Computer Science/IT. Logica understands that increasing the number of females in its workforce will bring different strengths. Logica has been heavily involved in driving equality within the workplace. It has supported the Women's Empowerment Principles (WEPs). This is a partnership initiative of the United Nations. It has joined 267 nations across the world in order to improve gender equality. This has helped to empower women within the workplace and the community. To do this they have created a Women's Mentoring Programme aimed at supporting women in their career development. This will ensure that more women rise through the ranks into positions of senior management. Another way that Logica is addressing this issue is by supporting IT clubs in local schools near Logica's offices across the UK. These clubs promote the importance of IT and demonstrate the variety of exciting career opportunities available within the industry, particularly for young women. By offering a range of different routes into the business and making education more affordable, Logica is able to provide an exciting and desirable option for career development.



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Questions

1. What does PEST stand for?

2. Describe what is meant by the 'external environment'.

3. Explain what is meant by a diverse workforce.

4. Analyse how Logica is working to encourage more women into its workforce.

Task

Choose a business that you know, preferably one that is quite different from Logica. In small groups, discuss how it might have been affected by social factors over the past decade. Feedback to the rest of the group.

What have you learned?

In exactly thirteen words, explain something you have learned from this session about external social factors.