



Empowering Project Managers: Innovative Training Cultivates Entrepreneurial Mindset for Agile Project Success

About the Client

Founded in 1891, Philips is a Dutch multinational conglomerate that operates in various sectors, including healthcare, consumer electronics, lighting, and more. It was founded in Eindhoven, Netherlands, by Gerard Philips and Frederik Philips. The company initially started as a manufacturer of light bulbs and quickly became a global leader in lighting technology. The company has demonstrated a commitment to innovation and improving various aspects of modern life, from lighting to healthcare. Its diverse portfolio and continued efforts in research and development have contributed to its recognition as a significant player in multiple industries. Today, inspired by their purpose to improve people's health and well-being through meaningful innovation, Philips aims to positively impact the lives of 2.5 billion people annually by 2030.

PHILIPS
Customer

TRAINING
Service

**ENTREPRENEURIAL PROJECT
MANAGEMENT TRAINING**
Course

HEALTH TECHNOLOGY
Industry

THE NETHERLANDS
Country

INTRODUCTION

Aspira deeply understands Philips' organisational journey and strategic aspirations towards a healthier and more sustainable world through innovation. Through engagement with Philips staff, we have witnessed their strong appetite for innovation and passion for leadership. We recognise the complexities and cultural challenges involved in this transformative direction for the organisation. As a mature organisation operating numerous projects worldwide, Philips has established a robust Global PMP (Project Management Practice). As part of its Project Excellence program, Philips has been conducting Entrepreneurial Project Management training for their top project managers and program managers for several years. Aspira had the privilege to participate in the tender process to revamp its training approach, contributing to the evolution of its Entrepreneurial Project Management program.

To support Philips in its journey, Aspira developed an Entrepreneurial Project Management Training Program. This program is specifically designed to drive transformation and cultural change, offering a unique mind-shift experience. By equipping Philips' teams with entrepreneurial project management skills, we empower them to embrace innovation, navigate complexities, and drive successful outcomes.

ENGAGEMENT

Aspira is proud to collaborate with Philips, bringing our expertise and innovative training solutions to the table. We understand the unique challenges faced by a global organisation like Philips, and our goal is to support their ongoing journey of excellence. By partnering with Aspira, Philips can continue to drive project success, foster entrepreneurial thinking, and achieve their ambitious healthcare goals.

INITIAL CONSULTATION AND NEEDS ASSESSMENT:

Aspira initiated an in-depth consultation with Philips to understand their specific challenges, goals, and requirements. Through collaborative discussions, Aspira gained insights into Philips' project management practices, and defined key objectives for the training program.

CUSTOMISATION AND TRAINING DESIGN:

Based on the needs assessment, Aspira crafted a tailored EPM training program that aligned with Philips' unique organisational context. The training design incorporated relevant case studies, industry best practices, and practical exercises to ensure maximum applicability and engagement for Philips' project management teams.

COLLABORATION AND CONTENT DEVELOPMENT:

Aspira worked closely with Philips' project management stakeholders and subject matter experts to gather relevant insights, industry-specific examples, and internal case studies. This collaborative effort ensured that the training content resonated with Philips' project management teams, addressing their specific challenges and requirements effectively.

ITERATIVE FEEDBACK AND REVIEW:

Throughout the development process, Aspira maintained a continuous feedback loop with Philips. Regular review sessions and iterations were conducted to ensure the training content reflected Philips' expectations.



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About Aspira

Aspira is now part of the [emagine](#) Group and with over 15 years experience, is a dynamic, fast-growing international consulting and technology company, founded on real-world experience, and focused on custom-fit solutions. We have the people and proven expertise to complete complex projects while delivering lasting knowledge transfer benefits to empower our clients for the next challenge. Working across sectors both public and private, from utilities and energy to banking and pharma, our key focus is to give the authentic guidance companies need to realise their potential. From Advisory And Project Management Training To Resourcing, Business Applications, Software Development, And IT Services. We Take Ownership. We Lead.

EPM Course Content:

- Customer Centricity
- Ownership and Commitment
- Risk Management
- Judgement
- Stakeholder Partnership
- Empowering Leadership
- Emotional Intelligence
- Business Acumen
- Empowering Leadership
- Learning Agility
- Network Performance

THE SOLUTION

Philips chose Aspira over other providers due to the exceptional quality and comprehensive nature of Aspira's proposal. Aspira's proposal demonstrated a deep understanding of Philips' needs and offered tailored solutions specifically addressing their project management challenges. The combination of Aspira's expertise, the alignment of their training program with Philips' requirements, and the overall strength of their proposal made them the clear choice for Philips.

Through weekly meetings, Aspira and Philips maintained open lines of communication, fostering a collaborative and agile way of working. This allowed for real-time feedback and adjustments to ensure the training program aligned with Philips' evolving needs. The early days of collaboration between Aspira and Philips were met with enthusiasm and positive feedback. Philips appreciated the proactive and responsive approach of Aspira, valuing the regular communication and collaborative atmosphere. This created a sense of trust and confidence in Aspira's ability to deliver the desired outcomes and meet Philips' expectations.



FEEDBACK

The results of Aspira's collaboration with Philips on the EPM training program were remarkable, particularly in leveraging entrepreneurial skills in project managers. The training equipped participants with a unique combination of project management and entrepreneurial mindset, enabling them to approach projects with innovation, adaptability, and a strategic perspective. Participants reported significant improvements in their ability to identify and seize opportunities, think creatively, and take calculated risks. The entrepreneurial skills fostered a culture of agility and resourcefulness, empowering project managers to navigate uncertainties, explore new business opportunities, and drive innovation within their projects.

Moreover, the six-month post-completion presentations provided by participants demonstrated how the entrepreneurial skills acquired during the training continued to shape their work and contribute to Philips' success. Participants shared examples of applying innovative strategies, fostering collaboration across departments, and driving customer-centric solutions. The results showcased a notable shift in project managers' mindset, with a stronger focus on entrepreneurial thinking. This integration of entrepreneurial skills in project management practices empowered Philips to thrive in a dynamic business environment, embrace opportunities for growth, and position itself as an industry leader.



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