

Community Engagement Assignment 2

Part B: Reflective Report

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Introduction

The Trussell Trust Food Bank significantly operates its job during the outbreak of COVID-19 pandemic by providing resilient and agile service to the people, who poorly surviving with the hungriness in the UK. Generally, during the outbreak of COVID-19, a vast number of people have lost their employment and have obliged to suffer poorly to maintain their social lifestyles. In this aspect, to more sufficiently accomplish the needs of those people, the organisation has held a social program to provide three days emergency service of food parcels to the needy people (Hindle and Vidgen, 2018). Through which, The Trussell Trust Food Bank has been able to outreach its service across the country due to its having of a vast network system. In this aspect, the study of this report will evaluate a brief notion about the organisational relationships with the stakeholders, and more major operations of the organisation and self-perception about the discussion of community engagement.

Formation of the Relationship with the Organisation

During the business operation of The Trussell Trust Food Bank, the organisation has provided efficient benefits to its networks and its other organisational stakeholders to effectively engage them with the organisational business practices. In my perspective, The Trussell Trust Food Bank significantly handles this weak and worst situation of surviving of the people during this global pandemic by launching new hashtag of three days emergency food parcel (Thompson, Smith and Cummins, 2018). In this aspect, I also have to be more potent to get involved with the organisational activity to provide significant service to the needy people across the UK. According to organisational data of The Trussell Trust Food Bank, this non-profit organisation operates with 1200 food bank centres to reach their service to more than 28000 volunteers. Thus, the organisational efficiency and potent activity significantly inspire me to get involved with the social work of the organisation to prominently help the people. Moreover, as my aspect, this kind of social work significantly helps the organisation to form an effective relationship with its organisational stakeholders.

Analysis of Various Core Areas of the Organisational Business to Engage the Community

The Trussell Trust Food Bank significantly playing its roles and responsibilities by getting the potential help of its vast range of supply chain system or network system that potentially helps the organisation to enhance its business and the practices of social work. Through

verifying the stats and data from the year 2015 to the year 2020, I think the organisation has been able to prominently develop its existing business process by providing the emergency service even during this global pandemic. In this aspect, I think that the organisation needs to globalise its service and its network system to more potentially help needy people throughout the world. The Trussell Trust Food Bank significantly enhances its business growth in the amount of 1.9 million, which means the growth of 74% of its entire activity regarding social work practices. By seeing this extensive growth of the organisation I significantly interested to get involved with the social work activity of the organisation by getting efficient information about the organisational operation and training from the organisational leaders. I think this will prominently help the entire organisational business practices to engage the community members with the organisational activities. On the other hand, as my aspect, the organisation needs to deliver a comfortable atmosphere to the needy people, by which, The Trussell Trust Food Bank significantly get the knowledge about their fundamental needs and it will help the organisation to efficiently meet with the distinctive needs of the people.

Recommendation of Different Skills and Strategies that Need to Develop Job Practices

I think, to fetch the development within the employee job practices, the organisation need to provide efficient training and knowledge to the employees to make them more proficient and knowledgeable for performing their job. Moreover, the organisation needs to utilise and implement different strategies and strategic approaches to develop the skills and workability of the employees. Through which, the employees will be able to more potentially handle any kind of situation in future (Hindle and Vidgen, 2018). Moreover, I as an employee of a non-profit organisation, have to develop my communication skill to maintain a significant bonding with both the community and the organisation. Also, by developing my communication skill, I will be able to gather the evident information about the needs of the poor people through efficiently communicating with the community members. Besides all of this, I have to develop my organisational skills also, to take the heavy load of different kinds of responsibilities during my job practices. Also, I have to develop my skills in forming an effective relationship with the community and the organisation. Due to which, the community members can easily share their problems and needs to me by which, I can provide them distinct service to meet with their fundamental needs. In this similar way, The Trussell Trust Food Bank significantly put its concentration on developing the interpersonal skills of the

employees. Moreover, I have to develop my skill of flexibility through which, I can deliver my service at any time when people need to fulfil their hungriness.

In this way, I could develop my entire interpersonal skills to get involved with the activity of a non-profit organisation like The Trussell Trust Food Bank. On the other hand, nowadays the organisation needs more efficient employees, who have the skill of creativity. Therefore, to meet with the organisational requirements, I have to be more efficient to build creativity. Through which, the organisation will be able to fetch an extensive innovation within its existing business practices. Moreover, the CEO of The Trussell Trust Food Bank has taken the decision to implement some strategies to vigorously develop the employee's interpersonal skills by providing them advance relevant experience of their work during the training period.

Evaluation of the Utilisation of Social Media Platform to Publicity the Social Program

To extensively outreach my organisational operation and to prominently demonstrate my organisational social activities, my organisation has chosen the stream of social media platform. Through efficiently utilising this vast digital platform, my organisation will be able to significantly appeal for the donation. On the other hand, due to the utilisation of the social media platform, the donors will be notified about the needs of a non-profit organisation. In this aspect, the government of the UK has donated a vast amount of contribution to develop our organisation social work practices. Moreover, in this way, by getting effective donations from the society, The Trussell Trust Food Bank has been able to provide the efficient service of food items to all the needy people (Loopstra *et al.*, 2016). Furthermore, during the utilisation of the social media platform, the organisation now has been able to share the stats, story, data and significant information about their organisational activities. Through which, the government and other large organisations that want to donate for developing the social lifestyles of the needy people during the outbreak of COVID-19 pandemic. Through my perspective, The Trussell Trust Food Bank can potentially get all the sufficient information about the needs of the community during the utilisation of the social media platform.

Moreover, the organisation will be able to potentially enhance their brand awareness and the community engagement rate with providing efficient service of three days of emergency food parcels to the needy people. In this way, by getting the significant information about the needs of the people, the organisation will be able to prepare themselves and their organisational workers to take the heavy load in the upcoming situation (Barker and Russell, 2020). Also, I think that The Trussell Trust Food Bank needs to expand its network system to

reach in every weak place. However, to provide knowledge about their promotion of their social program, the organisation needs to more potentially utilise the social media platform to notify all the community to get involved with their social work practices. This helps to maintain the social lifestyle of the people, who surviving during the outbreak of COVID-19 pandemic.

Analysis of the Forward-Looking Approach for Developing the Employee Training Process

To develop the interpersonal skills of the employees, The Trussell Trust Food Bank has decided to utilise and implement the forward-looking approach, through which, the organisation could be able to provide efficient training to the employees. This significantly helps the employee to be more resilient and agile to perform their jobs within the organisational culture. Generally, during the implementation of the forward-looking approach, the organisation has to hire a potent cross-cultural leader to provide efficient knowledge about multiculturalism or cultural diversity. Through which, the employees will be more sufficient for job practices (Philippaers, De Cuyper and Forrier, 2017). Thus, after hiring the leader, the organisation has started to provide a little experience about their future job practices to the employees. Due to which, the employees get the most appropriate information about their future activity and the organisational operation. In this aspect, I think the forward-looking approach is the most significant way to develop the interpersonal skills of the employees.

In this way, during the outbreak of this global pandemic, all the workers of The Trussell Trust Food Bank are prominently engaged with the social work activity and social program of the organisation to deliver three days emergency service of food parcels to the needy people (Philippaers, De Cuyper and Forrier, 2017). By this aspect, I think I also have to adopt the forward-looking approach to potentially develop my interpersonal skill to get involved within the social work activities. Moreover, with the implementation of the forward-looking approach, I will able to be more potent to take the heavy load during my job practices.

Adoption of Gibb's Reflective Learning Cycle

- I. Description:** The Trussell Trust Food Bank has arranged a social program to deliver three days of emergency service of food items to the needy people throughout the UK. Therefore, the organisation has started to provide efficient training and implement

different strategic approaches to make their organization more potent to take the heavy load to do social work practices (Sekarwinahyu *et al.*, 2019).

- II. Feelings:** In this aspect, I think that the utilisation of the forward-looking approach by The Trussell Trust Food Bank significantly helps to develop the employee workability during their job practices. This will be great sufficient for me to learn about social work practices.
- III. Evaluation:** Through noting the organisational implementation and utilisation of the social media platform and forward-looking approaches respectively, I have realised that these strategies will significantly help to develop my interpersonal skills, communication skill, etc. through which, I can also deliver the sufficient service to the needy people.
- IV. Analysis:** As I get the experience by seeing the training programs and the arrangement of the social program for helping the people that surviving by this global pandemic, I realise that I have to get more proficient training and have to gather more evident information about the procedure of performing the social work practices across the country during this global pandemic (Sekarwinahyu *et al.*, 2019).
- V. Conclusion:** In this aspect, I think I have little efficiency in managing the entire process of social work and to take the heavy load to accomplish the requirements of the needy people. Moreover, I have to form a strong network system to get update information about the condition of society.
- VI. Action Plan:** Therefore, to prominently develop my lacking, I have to get significant training from an organisation by involving with their operations, and mostly I have to focus on involving in the social media platform to get help and to provide help.

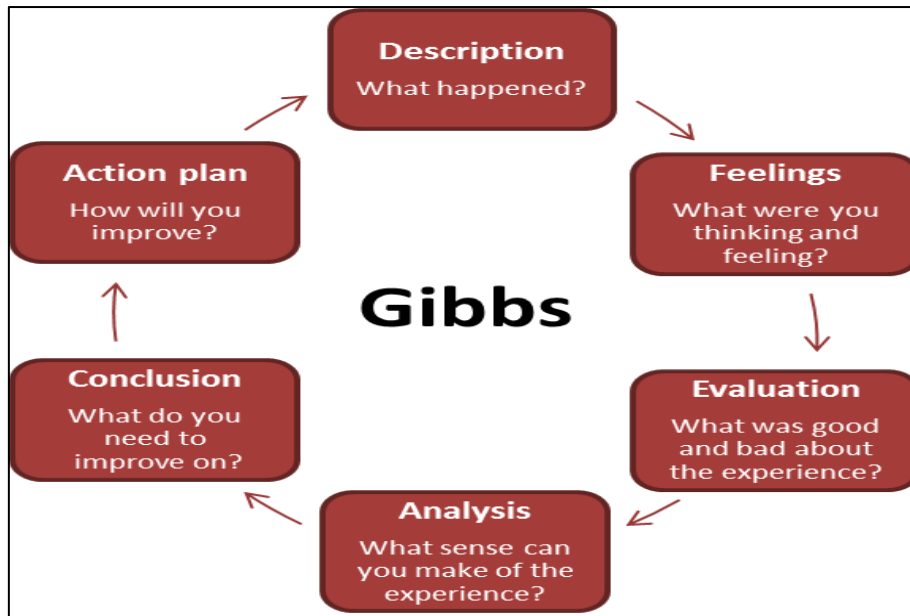


Figure 1: Gibb's Reflective Learning Cycle

(Source: Sekarwinahyu *et al.*, 2019)

Conclusion

Throughout the evaluation of the entire study, it is concluded that the utilisation of the social media platform during the organisational operation of The Trussell Trust Food Bank significantly provides the advantages to take numerous donation from the donors by significantly demonstrating all the information about their stats and data of their activities. Moreover, due to providing efficient training to the organisational employees, the organisation has decided to implement the forward-looking approach to make their employees more potent and proficient to deal with any kind of situation. In this aspect, I think the utilisation of these techniques and methods will be more sufficient to develop my interpersonal skill during my job practices regarding social work activity.

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