

# **Community Engagement**

Name: Stoycho Kostov

ID: 1714522

## Table of Contents

|                    |    |
|--------------------|----|
| INTRODUCTION ..... | 3  |
| TASK 2 .....       | 9  |
| CONCLUSION.....    | 14 |
| REFERENCES .....   | 15 |

## INTRODUCTION

Community engagement is a dynamic rational procedure which provide facilities and services communication, interactions, exchange and involvement between an organisation and a community for wide range of social and organisational results. The community engagement is the community which is community centred orientation that are based on dialogue. It enable more contextualisation understanding and evaluating the community members point of view of the topics and facilitate strong relationship between community people as well as organisation. While community organising and managing involves the procedure of developing a grass-roots movement which includes communities (Baldus, Voorhees and Calantone, 2015). Community engagement is a strategic procedure with particular purpose and motive of working along with identifying large number of people, whether they are connected with geographical location, their different interest, or affiliation to recognise and address various issues that directly affect on their well being. The report is based on Trouble to magic which is painting and decorating company and it is situated in United Kingdom. Along with this, the main purpose of this report is to understand and evaluate the concept of transferable skills and describe organisational analysis of the company.

## TASK 2

### *Concept of community engagement*

There are various ways which consider about community and it explore the most accurate, each of which delivering various insights in the procedure of community engagement. In the systems perspectives, a community is similar with the living creature and it comprises with various parts which present specialised activities, functions and interests within boundaries for reach with specific needs and requirements. For instance, schools are mainly focus on education, the transportation concentrate on moving people and goods, economic venture focus on company and employment (Reimer, 2015). The United Kingdom community has mainly connected with different sectors and share all the roles or responsibility for identifying as well as resolving major issues and increasing its living standards.

On the other hand, in social perspective community can be refer as describing the social and political networks which are interrelated with individuals, society and community. For

evaluating such networks, Trouble to magic are try to develop their networks connection with their customers. For example, tracing social links with individuals that can assist engagement leaders to recognise community leadership and understand the behaviour patterns.

Reflective Evaluation is a process of analysing and assessing ability of learner to present their experience and skills which has been gained by them during the course of practice. By using this practice of reflection, learner can attain benefits of effective self management, communication, team working, leadership and interpersonal skills. Theory and practice which community engagement which are mentioned above helped in building an ability to present nature and purpose of reflective practice. As a learner by developing above essay on community engagement, there are various experience points which must be presented so that self management and be assessed and developed. In order to present clear understanding about nature and purpose of reflective practice, it is important to relate it with a theory. In order to present aim of this practice, theory which is used is Gibbs Reflective Model. This theory helps in understanding why a reflection is developed and what are its characteristics. Elements of this model or theory are mentioned below along with the cycle of reflection:

**Description** - In this segment, I can answer to the questions like what happened in the due course of developing the above essay about community engagement. In the above essay, overview of the topic that is community engagement was provided along with its detailed analysis using numerous models. According to this element, it can be said that reflection is persuasive in nature as it helps in initiating the evaluation process by using common details at first. This element even provides main aim of the reflection and that is self management. Using model such as Gibbs model, I have advertised that by reflecting on the above essay, my whole work can be managed and I can get benefit of self management.

**Feelings** - In this section learner can identify it's own thoughts and can ascertain what are touch points which influence thinking and feeling of the learner. After conducting above essay, it has been ascertained that I experienced various mix feelings while conducting the above essay. Community engagement is a crucial task to perform for which it is important to analyse every aspect of this concept.

**Evaluation** - The process of evaluation usually depicts analysis of the topic. In the case of reflection, evaluation is a tool of expressing all good and bad experiences which has been faced by the learner. At the due course of my learning about the community engagement, the

good experiences which I faced were support of people which helped me in learning new things about the community engagement. The bad experience which resulted as a hurdle in my research was restricted information. Community engagement is a complex concept which has various assumptions due to which it is hard to get a conclusion.

**Analysis** - Under this element of Gibbs Reflective Model, learner can make sense of the whole situation. According to me after developing an essay on the topic of community engagement, I can analyse that this topic is more inclined towards self skills enhancement rather than interacting with other people. The word community is used for number of people but the skills and attributes which are necessary to be in a community are individual. Main purpose of this element is to provide a sense of the whole situation so that confusion and overlapping can be avoided.

**Conclusion** - Under this stage of reflection cycle model, learner identifies the steps and further actions which could be done by them to enhance their learning process. According to me, there were various situations where I was unable to analyse the scenario and in order to rectify it I could have use effective evaluation models. Nature of this stage is wider has it is related to all other steps of this reflection cycle. Main purpose of conclusion is provide benefit to learner by allowing them to ascertain their mistakes.

**Action plan** - This stage is a set of activities which are ascertained by the learner to perform if the same situation arises in future. According to me, there are various activities which should be done by me to effectively evaluate community engagement. These actions are identified by me so that they can provide benefit to me for future. For example I have ascertained that instead to using usual analytical models such as SWOT and PESTLE, there are various more tools are also present which could be used in future such as Ansoff model and many more. Main purpose of this stage is to provide benefit to the learner for future aspects.

Essay which is developed above about community engagement is related with business organisation where group of individuals make efforts to achieve their individual as well as group goals. In order to enhance the learning process in the essay a theory is used named as praxis theory. This type of theory, is used by mentors to analyse performance of their learners. In order to reflect upon the above essay it is important to relate the reflection with the theory which is used that is praxis theory.

During the time of development of my essay, I faced various positive as well as negative experiences. Negative experiences include the understanding of the theory as the background of praxis theory has various complications. By producing the above essay it was ascertained that the introduction of praxis theory is not clear. As it is not evidently justified that who introduced this theory but it is considered that David A. Kolb popularized this theory. Besides its background restrictions, there were few positive aspects also present which were faced by me. The most important among them was its discrete elements. Praxis theory is a model which enables a mentor to analyse learning process of their learners. In this process the elements of this theory such as self reflection helps in ascertaining level of knowledge enhancement.

Another aspect which should be considered while developing self reflection is the relationship between theory and experience. From the above essay which is developed by me, it has been ascertained that there is not any one theory which is used to analyse the topic of community engagement. Theories which are used are SWOT, PESTLE and Porter five forces model. The first theory which is used in above essay is SWOT analysis. Under this theory four aspects of the selected topic which is community engagement and organisational learning is evaluated. This four aspects are strengths, weaknesses, opportunities and threats. While evaluating these four aspects, there were various issues which faced by me due to unavailability of relevant data and information. Under this model, internal pros and cons of praxis theory is ascertained along with strengths and weaknesses of community engagement.

Another model which was used is PESTLE analysis. While performing this evaluation, various issues were faced by me as in this model external affairs are analysed which influence community engagement and organisational learning. Various political, economic, social, technological, legal and environmental factors were analysed in which major issue of data procurement occurred. In order to analyse external factors it is important to ascertain what are the factors which can further effect learning process. Another aspect which should be considered while developing self reflection is the relationship between theory and experience. From the above essay which is developed by me, it has been ascertained that there is not any one theory which is used to analyse the topic of community engagement. Theories which are used are SWOT, PESTLE and Porter five forces model. The first theory which is used in above essay is SWOT analysis. Under this theory four aspects of the selected topic which is community engagement and organisational learning is evaluated. This four aspects are strengths,

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After completing the above essay of community engagement, key issue which was faced by me was the unavailability of data. In further assignments, this area of information gathering can be developed. Besides this issue, a success area is also identified that is selection of models such as SWOT, PESTLE and Porter five forces model.

For me, it is required to analyse my own ability that assist in denoting my capabilities to understand different aspects positively. On the basis of these kind of activities, I can easily make numerous changes in my working as well as learnings approach. As a professional, it is required for me to analysing challenges and opportunities for my organisation that assist me to get succeeded in future. Reflection related to my approaches determine analytical and conclusive approach that aid me in taking accurate decision related to different situations. My experience of analysing things make understanding as well as positive towards my working practices.

For the success of an organisation it is required that higher authorities takes appropriate decisions. As a professional, it is my responsibility to analysing internal strength and weaknesses of the firm. Through this, I can easily make decision for desired changes in business operational and functional approaches. Though, I implement SWOT and PESTEL analysis for the strategic planning practices for future success. These business analysis helps me in analysing sources of opportunity for the firm as well as area that can create major challenges for organisation's sustainability for a long run duration. The monitoring approaches provides me new and unique experience in terms of future possibilities for the desired success. On the basis of these activities I can easily take decision for the challenging situations.

The theories related to reflective approaches assist me in providing a positive experience on the basis of which I can examine things properly. All these practices determines effective things which are relevant to my own experience towards business analysis approaches. Through this, I can also examine things that can create conflicts in my personal working practices. As a professional it is my responsibility to working on different aspects properly that describe the values and worth of business practices. All these analytical things determines, the areas where business can get desired growth by implementing new ideas and thoughts. These changes can create opportunities for the firm in which they can sustain easily for a long durations. Internal business factors are controllable where as external factors are beyond the control therefore for me it is required to make appropriate strategy that assist me to reduce its negative impact from the business firm. Through this I can analyse new changes for the betterment of business growth. All these aspects assist me in making proper decision for particular situation to make proper control on it.

## **CONCLUSION**

According to the above described report, it can be analysed that The community engagement is the community which is community centred orientation that are based on dialogue. An organisational analysis is the diagnostic business procedure which can assist organisation for understand their performance and identify opportunity which helps in developing plan of action in order to make proper improvement in their performance. Swot basically the analytical framework that determines that a business what can achieve and what can it not achieve. The SWOT analysis indicate that there are ample scope for Trouble to magic decorating and painting company and they have some strength to build up the business in united kingdom. Porter's five force model helps in identify and analysis five competitive component which help an organization in shaping and determining the strength and weaknesses for the organization There are various factors that affect the growth and other decisions on the respective company. These can be understood through PESTLE analysis. There are various ways which consider about community and it explore the most accurate, each of which delivering various insights in the procedure of community engagement.

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