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Introduction

The aim of the study is to describe a reflection about community engagement. I am using Gibbs Reflective model through the assignment. It is a famous model of reflection. The six stages describe an experience that I have learned from the assessment one. I gave myself enough time to complete the work. By the study I can understand the relationships between Tesco and its stakeholders and I can understand how it is important for the community engagement in the organization. I can elaborate any thoughts or feelings that can impact on the experience. The reflective cycle can be responsible for the project of a multi-stakeholder. After researching I am able to know the community management program. Evaluation can set the goal of my work. I have learned in the lecture class Tesco was working in social media to stay connected with their stakeholders. I can summarize my learning skills through this section. I can focus on the area in detail and I can understand the situation. I can extract the meaning from the assignment. The text describes the action plan that refers to the situations that can come in the future. It is helpful for thinking about the helpful aspects that can play an important role in the future.

Reflection on personal experience

Gibbs' Reflective Cycle

It is the famous reflection model that leads through the six stages. The six stages are description, feelings, evaluation, analysis, conclusion and the action plan. Here the text will describe the applying of the reflective cycle on Tesco plc. The reflective cycle was developed in 1988 by Graham Gibbs. It helps me to improve the knowledge and experience (Sekarwinahyu *et al.* 2019).

Description: By this section, I can describe the situation. It is included with the moment that happened through the assignment. Then, the next stages can describe the feeling about the assignment. I have given myself enough time and it helps to complete the work easily. I didn't plan a huge deal but I can understand the right or wrong thing that is useful for the assignment. In the written assignment I have decided that I research about the community engagement of Tesco. I research about every element that is related to every element of Tesco. I think I can complete a piece of the assignment before the deadline. I gave myself enough time to complete the work. I completed the work with the same writing style. By the study I can understand the relationships between Tesco and its stakeholders. By collaborating and engaging with the stakeholders all around the world, Tesco helps themselves. It helps the company to understand the address and evolving priorities in the most relevant issues that make sustainability. Engagement with the

stakeholder makes the opportunity to share the knowledge and their with every person in the organization (Tesco plc, 2021). After researching I am able to know the community management program. They made a new partnership programme through the food surplus donations. I can understand the importance of the utilization of the time. Tesco does not waste any time and it is too much beneficial for them (Paulson and Laverty, 2018).

Feelings: Here I can elaborate any thoughts or feelings that can impact on the experience. I am happy through the assignment. Sometimes, I get frustrated. But, after that I can work fluently through the assignment. I think the community engagement in Tesco is an important aspect of the organization. The stakeholders play an important role to hold the community in the organization. Functional area is the person, department or area which carries out the particular function of the business. For example, customer service, departments, administration, Human Resources, Sales and Marketing are included with the functional area. Those are important for the business in Tesco. Tesco can engage with the stakeholders with a wide range. Those are included with regulators and government, trade bodies, NGOs and communities. It can be responsible for the project of a multi-stakeholder. In the business, Tesco colleagues provide insight to their colleagues. They maintain the contribution panels of Global Colleague. The panel is hosted by their non-executive director. They provide feedback on the specific interest's area. By this, the colleagues can continue to tell the company about the things of the company. I think stakeholders help to make community development. The behavior of the customer to Tesco refers to the issues of the organization that can be solved by them. Tesco also treated their customers fairly. Tesco makes a trusted relationship with their supplier all over the world. It is important for the development of the community in Tesco. I think the feedback system also makes sustainability (Ardian *et al.* 2019).

Evaluation: The stage has a chance for evaluating the work of the assignment. By the process, I can set my goal and I also can identify the situation that helps me to understand the future situation. I have learned in the lecture class Tesco was working in social media to stay connected with their stakeholders. Tesco uses verbal communication like face to face conversation or the conversation in the phone. From the lecture class I can understand about the use of social media to connect with the stakeholders in Tesco. By the strategy of Tesco, I can understand that Food donation can be the best process for community engagement. I learned different types of skills from the assessment and now, I can apply it in my work for better work. It has a contribution to the working group. I wrote in the same way and it is helpful to understand the assignment easily (Tanaka *et al.* 2018).

The assignment evaluates the reflection of the organization. I can develop my knowledge and skills through the assignment. I can explain about the whole working area. I can summarize my learning skills through this section.

Analysis: It is the step where I can understand what is happening through the assignment. I can focus on the area in detail and I can understand the situation. Now, I can extract the meaning from it. After describing this section, every person who wants to work with it. Then, the work can be divided by their strength. I think this move can save time in the organization and I can improve the community engagement within a short period. I searched some theories and I can understand that it is related to the strengths and weaknesses of every person. Tesco can maintain a regular dialogue with analysts and investors. They are attending the meetings to answer the questions. The general meeting allows all the shareholders to give the opportunity to the investors. So, I understand that for developing the engagement of the community, effective teamwork is mandatory. In teamwork, the different types of people give their opinions and I can understand the next plan. It can tell about how to create a campaign that helps to improve the engagement. I learned different types of skills through the assignment that helps me in the future (He *et al.* 2018).

Conclusion: In this part, I explain about the whole working area. I can summarize my learning skills through this section. This section helps to make changes in the action plan. It is helpful for improving the future. I learned from the assignment is that stakeholders are always important for the organization and it also plays a vital role in the community engagement. I can identify that The employees, board executive committee, shareholders and the managers are the main internal stakeholders and The major external stakeholders of the company are creditors, suppliers, customers, local communities, the government and the pressure group. I can adopt the different types of culture by multi-cultural training. It helps me with collaborating work. By this strategy I can improve the flexibility in my working area. Through the assignment, I can learn to use the social media platform for engaging with the community. It helps me to improve my communication skill that is very important for personal development. The study helps me to understand the relationship between the organization and the stakeholders (Joyce and Jackson, 2021).

Action plan: The action plan refers to the situations that can come in the future. It is helpful for thinking about the helpful aspects that can play an important role in the future. The action plan can be a reminder for me. The action plan can evaluate the strengths and weaknesses of me. At last,

there are some challenges that can be occurred. So, when I am confident I can handle it easily. After working with this assignment, I think I can improve my community engagement in the future days. I have to develop the interaction strategy to connect with the community. Interacting with the communities like listening. Through the online process or the social media platform I can get the more engagement of the communities. I have to follow the frequent content contributors who can offer feedback and great insight. I have to engage with the existing community who get the popularity. Through twitter, facebook and the other social media platforms I can connect with the various types of community. The social media platform can help me to get my close community. In the future days I can give some space to the community for expressing themselves. I have to develop my response. Communities are related to the interaction. So, I can improve my communication skill to develop the engagement of the community. I can encourage my members to give some effort and time that is helpful for the community (Tanaka *et al.* 2018).

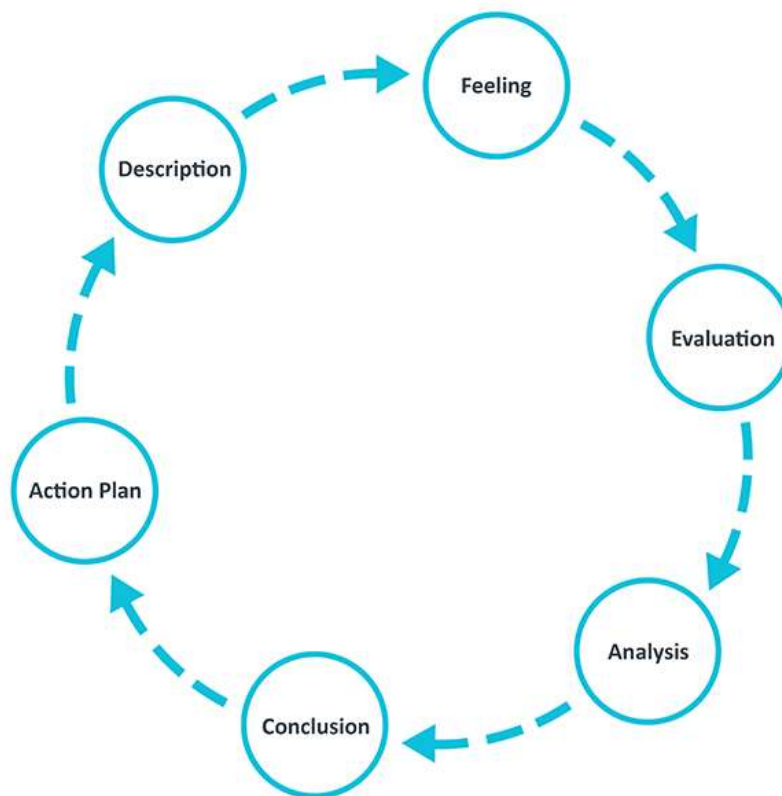


Figure 1: Gibbs Reflective Cycle

Source: ([ed](#), 2021)

Conclusion

The whole assignment described a reflection about the community engagement. In the assessment one I described the community engagement process of Tesco plc. After this work, now I get the experience and this is delivered through the assignment. To analyze this I used Gibbs' reflective cycle that was developed in 1988 by Graham Gibbs. I have to develop the interaction strategy to connect with the community. Interacting with the communities like listening. Through the online process or the social media platform I can get the more engagement of the communities. It is the step where I can understand what is happening through the assignment. I can focus on the area in detail and I can understand the situation. Now, I can extract the meaning from it. In this part, I explain about the whole working area. I can summarize my learning skills through this section. This section helps to make changes in the action plan. It is helpful for improving the future. I learned from the assignment is that stakeholders are always important for the organization and it also plays a vital role in the community engagement. The reflection report is helpful to understand the skills and knowledge that is helpful for the community engagement. I am satisfied by right analysis.

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