
Reflection

(Part B)

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Introduction

An effective learning approach assists individuals in comprehending and implementing strategies. Also, such learning approach helps the individuals and their team members to refine their knowledge, skills, and understanding so that they can grow as efficient professionals over time. In this respect, Gibb's Reflective cycle is a useful tool for the cultivation and maintenance of an effective learning environment with a good approach to reflection practices. In this essay, there are four theoretical components of Gibb's reflective cycle discussed which demonstrates my experience of development and learning in the field of Management in an organization with the Group presentation on strategic marketing. The major elements on which the learning process focuses on include communication, effective self-management, leadership, team management, and interpersonal skills. The reflective discussion also includes the implementation of Belbin's role model as it has helped me to get the things done in a right and efficient way.

Reflective Discussion

Description

In the organization, the role of a leader is significant as he has the ultimate responsibility of managing the entire workforce efficiently. During my learning period, I encountered with a personal experience to which I am reflecting. Such incident occurred when I was assigned with a project of Group presentation on strategic marketing in which I have to lead a team of nine members for the accomplishment of organizational goals. It was a new leading experience for me, and therefore I ensured to implement a deep learning approach so that I can capture most of the essentials from such project (Potter, 2015). The project was associated with a group presentation in which an effective strategy needed to be developed regarding digital marketing. When I got the project, the first thing stuck in my mind was the innovation and creativity. Thus, I decided to integrate the innovative concepts in my project and in this respect, I got the appropriate support from my team members. Working in a Group is difficult; however, its final outcome can bring positive and fruitful results for a long period of time.

I arranged several Group meetings and discussions to ensure that every team member gets familiar with each other, and they can well coordinate their activities. Further, I ensured the appropriate flow of communication among all the team members to create a continuous interactive environment during the project. The team spirit and togetherness were increased with further meetings and interactions. We discussed the different subject themes and different input from different team members has helped to arrive at the final strategic presentation on marketing area. I have managed my team with the allocation of different roles to different members with the implementation of ***Belbin's model***.

Feelings

In the beginning, I got nervous as it was my first experience of leading such a large number of team members; however, later I tried to keep calm and reduce tension to get the productive outcome. I felt that getting tensed and nervous will make me extrovert with my team members and thus, it will affect our project goal (Pianpeng and

Koraneekij, 2016). Therefore, I started focusing on interaction with my team members and applied my communication skills to know their individual strength and weaknesses pertaining to the assigned project. Based on the individual capabilities of team members, I allocated work and resources accordingly. This helped me to get the required focus and attention of them over the different aspects of the project. In this respect, my previous experience of implementing the Belbin team roles model has helped me to define the individual roles of team members.

I felt that effective communication had helped my team and me to work together and accomplish the project goals timely. However, I experienced that in some instances, we did not perform our job well. For example, due to lack of required information of all the customers' profile, we were not able to reach them. It creates difficulty in developing the customer-oriented marketing strategy. Also, I felt that pre-defined deadlines had pressurized my team and me to prepare my presentation in a hasty manner. However, our overall strategic marketing project goes well, as we had well prepared our project with a focus on effective communication tools, marketing campaigns, online advertisements, and development of applications for marketing.

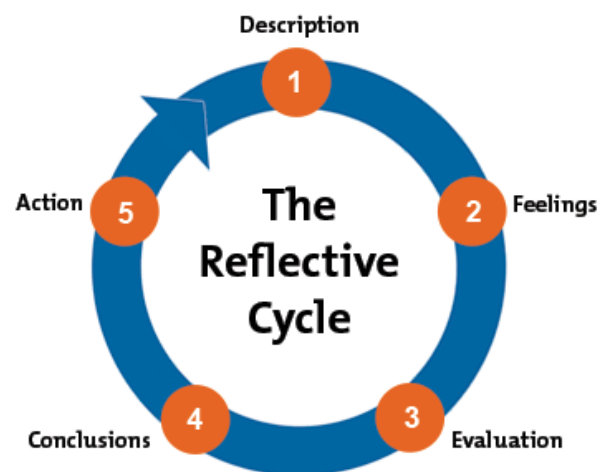


Figure 1: Elements of reflective Cycle

Evaluation

The overall Group presentation of my team was good and appreciated by our seniors. The presentation reflects our team coordination, interpersonal skills and hard work

(Husebø et al., 2015). Although I am well experienced in the marketing field, however, I felt that I could not prepare such a presentation without my team efforts. I divided the entire teamwork in accordance with the three elements of Belbin Theory, as are: action-oriented roles, people-oriented roles and thought oriented roles. I focused on different individual roles in a team to get focused work from individual members. Such roles include:

Shaper: Finds the best approach for the improvement of the team. For example, shaper in the Group presentation identified that keeping the presentation short and focused on important topics will bring more productive project outcome for the organization.

Implementer: He ensures the things get done in accordance with the planning

Complete Finisher: Ensure that there are no omissions, errors and issues in the project presentation. The final presentation is approved by the coordinator.

Coordinator: He guides the team and drives its efforts towards the common objective of the project.

Team worker: Play the role of negotiators within the team. For example, they support other team members so that a sense of team spirit is maintained among them (Senaratne and Gunawardane, 2015).

Resource Investigator: They are innovative and thus explore contacts, options and get the resources with a negotiable term for the project.

Plant: He is the creative innovator that brings creative and thoughtful ideas and approaches.

Monitor-Evaluator: He carefully considers the pros and cons of different strategic decisions regarding the project so that the final decisions can be taken with minimal risks.

Specialist: Brings his specialized knowledge so that the presentation can be more effective. All the technical parts are done by him. For example, he has the responsibility to summarize how digital marketing applications will be developed.

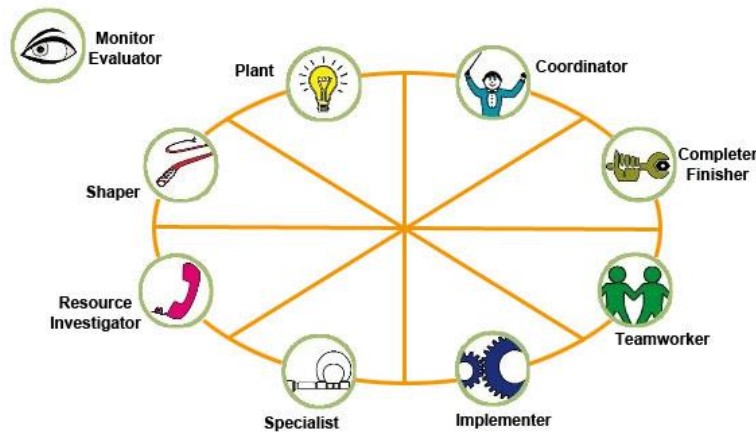


Figure 2: Roles as prescribed under Belbin Theory

As a leader, I effectively applied a participative approach that has brought new ideas and innovative strategies that made our presentation more creative and attractive for higher Management (Göker and Bozkuş, 2017). I was not sure about my team management skills; however, I efficiently managed my team by listening to them and understanding their opinions and thoughts. My effective team management skills helped me to establish positive team dynamics within our team.

However, I also felt that our presentation could be much better if I have ensured that there is a disciplinary environment during our work project. We have also made some mistakes during the presentation, and this distracted some of the audience, but instead of it, our presentation was convincing and effective. For example, one team member took more time while switching with another during the presentation. There are some instances in the project, which requires self-management skills and lack of which affected our project productivity (Waniganayake et al., 2015). For example, due to my low confidence, I was unable to manage the entire project individually, and thus, I often approached my seniors for their support. I also felt that in some instances, there was a

lack of communication and this rise to some of the conflicts among the team members. For example, Plant in the project team is generally a poor communicator, and thus it has created constraints within the team. Other team members felt sometimes ignored due to the poor interpersonal skills of Plant. Such incidence has disrupted our team working and presentation practices.

Analysis

The presentation helped me to learn knowledge, and amplify my understanding and experience of team working, leadership and communication (Martin, 2016). My communication and interpersonal skills helped me to utilize the strength of each team member in the project, and thus, I managed their weaknesses efficiently. In the project, I participated in every individual aspect of the marketing strategies to ensure that a good leading can produce an effective outcome. I applied the research skills that I gained from my previous experience to collect the required data for the presentation. I have found that the strategic marketing project offered me a great experience of learning and understanding. The statistical data, research and exploration of ideas has helped me to amplify my marketing knowledge. I also, learned the presentation skills and how I can attract the audience towards my subject. I also identified my mistakes from this experience and learnt how to transform my weaknesses into strength efficiently. I have identified that the engagement of the audience is crucial in a group presentation, and this can be achieved only with the collaborative efforts of the team. I believe that my participative leadership role was effective in the project; however, I need to be more team-oriented to get the things done in the desired manner.

Conclusion

The comprehensive knowledge and understanding, as well as Group working, has taught me a lot of skills and experience. I have identified that such a shared incident is a step of enhancing my career growth and can open up new opportunities for development. The experience in an organizational setting has supported me to understand that team working can produce fruitful results when there is an effective application of communication, interpersonal skills. Moreover, a team can be managed when there is an efficient leader who applies his leadership styles in accordance with

different circumstances. Also, I have identified some of my lacking areas which I needed to improve for my future growth (Nicol and Dosser, 2016). The incidence has enhanced my confidence in team management and developed a strong belief in me that the marketing field can offer me a good growth prospect.

Action Plan

From the project analysis and evaluation, I believe that I need to prepare myself more for self-management skills. I have to attend some of the seminars and campaigns that can help me to improve my confidence and the capability of self-management. I need to be cautious about the next projects or presentation in terms of mistakes. Also, I need to plan a pre-practice schedule for the next project so that my team and I would be well prepared for the final presentation. I need to improve my public speaking skills. It needed more participative actions in Group discussions, meetings, and other projects. In this respect, attending educational seminars will also be effective for my future growth (Pais and dos Santos, 2015). I have to learn how to increase the coordination and cooperation among the team, and this requires an understanding of positive team dynamics. Management of team and their conflicts are an important aspect of project management, especially in the marketing project. Thus I need to learn such skills so that I can better manage future projects and teams.

I also need to learn some more theories and practices so that I can increase my understanding of different leadership skills, behaviour team management, and communication. Further, I need to improve my understanding of the different roles of team members and their effective execution. It will help me to get a better and productive outcome from the coordinated efforts of my team in the future.

Conclusion

The present reflective essay concludes the experience of working in a team for the strategic marketing project. The reflection presents effective learning practices and development with the help of a reflective model of Gibb's cycle. Moreover, the Belbin team roles are also discussed to demonstrate how effectively the Group presentation is made. The reflection practices are effective in learning and gaining comprehensive knowledge. The present reflection also discusses the challenges that were encountered during the project development and thus; accordingly action plan is also discussed to ensure future improvements and growth.

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