



# **Programme: BA Business Management**

**LCBB4002**

**Assessment 2**

**Reflective Report: Best Practices of Community Engagement**

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## **Introduction**

A community can be described as people within a neighborhood who share a familiar place, interest, identity, or demographic features. Engagement is a variety of interactions that suit the involved parties. The interactions may range from passing information to supporting community activities. A well-planned community engagement yields benefits to developers, residents, businesses, agencies, and groups. A meaningful community engagement entails removing barriers, building trust, opportunities to influence, satisfaction, community understanding, and a sense of ownership. Good community engagement helps build individuals who are engaged, active, creative, resourceful, and gifted. Personal growth has many benefits to an individual, and if one desires to move forward and remain competitive, they must regularly engage their personal development. Personal growth does not just happen; instead, it is a life-long process. The following paper is discussed in three parts. The first part is a self-reflection on the best practices of community engagement. The second part focuses on community engagement models, and the last part is a self-criticism of personal development.

## **Best Practices of Community Engagement**

### **Reaching all community sectors**

I believe neighborhood planning should be all-encompassing within society. Every community member should be accorded an equal right to air their views and have them respected. Having an excellent community engagement in most cases leads to the creation of new links and relationships while enforcing the current ones. It is essential to think of the best way to remove barriers and reach underrepresented individuals in meetings and parish issues. Underrepresented individuals in the community include young people, the illiterate, and those living in rural areas (Dempsey, 2010 pp.359-390). If I intend to engage the community, I should not only make contact with those with whom we share similar views or the people I know; instead, I should inform the entire society of my intentions.

Another thing I should consider is being realistic about when and how I can engage the community. Consultations are essential as they make considerable demands on the participants and the organizers. People may be too busy to attend meetings, and therefore, it is my responsibility to set the most appropriate time to ensure a wide range of people can turn up for the meeting. Also,

looking for opportunities to network with other events in the community can save my time and resources and also reach a wider audience (Barnes & Schmitz 2016 pp. 32-39)

### **Suitable Communication Techniques**

Communication techniques can either be direct or indirect. Straightforward communication means telephone, letter, emails, or face-to-face with individuals. On the other hand, indirect contact includes advertising, leaflets, articles, radio programs, press reports, and newspapers. Some individuals may feel uneasy about airing their views in public arenas (Wood, & Zuber-Skerrit 2013 pp.1-15.) Conducting an open space meeting allows participants to create their agendas in a less formal setting than in a public space. Free space is better because people are required to write down their ideas before the meeting commences. They are then divided into smaller groups to discuss the agendas, and here individuals thoroughly discuss the plans (Attree et al. 2011 pp.250-260). If I am to engage society, the best way to communicate is to open space meetings. Here I will send an invitation to the community, arrange chairs in a circle, offer a bulletin board, and provide breaks between people to interact freely.

### **Be an individual, not an organization**

As an individual, introduce yourself; you don't have to hide behind your organization's name. Most people operate as a brand, and only a small number of community members connect with real people during community development. I can easily stand out from the rest of the people by giving out my name and identifying myself as an individual and not a company. If there are shy members in the group, they can encourage them to share with community members by asking questions. The kind of relationship I build with the community members will make them come back.

### **Give members of the community a place to express their views and opinions**

Members are the most critical part of the community, and a successful organization is all about them and not you. People love to share their experiences, and therefore, they should be allowed to share their stories, tell their stories, and grow their passions (Eversole, 2011 pp.51-71). The more individuals feel they are listened to, heard, and valued; they are more likely to remain to

my platform. Giving members a space to express themselves makes community engagement and building a perfect tool for retention.

### **Focusing on Community Moderation**

It is essential to allow community members to express their opinions freely. However, it is more important to maintain the community in a safe place where members respect others' views. In simple terms, I should moderate the community to prevent bullying, inappropriate behavior, or trolling. Due to weak and poor community guidelines, social media networks have failed to promote community moderation (Wells et al. 2016 pp.1172-1180).

### **Responsiveness**

Communities are about interactions, and none of the practices will work if one is unresponsive. One should get involved in the community and be responsive. For better community engagement, I should also like, follow, comment, and share posts to know the followers.

### **Models and Theories of Community Engagement**

Consultation models are used by public organizations to elicit opinions and views from many community members on issues, responses, and needs to proposals. Focus groups, workshops, opinion polls, surveys, and workshops are effective techniques applied. I think this model is suitable for community organizations. The social, economic models, also known as asset-based models, are used in recognizing the value of human resources and physical assets of a community (Brunton et al., 2017, pp.1-15). I would apply the model to maximize the benefits and also exercise community control over the assets. Community trust forestry and community bases association, acquisition of forests and islands by community trusts are examples. Democracy models work best with community councils because they help extend the local democracy into the community by creating an informal government tier.

Identity-based models in community engagement are used as a method of searching and expressing a voice. Several ethnic minorities and black communities, as well as the disabled groups, have adopted identity-based models. In most cases, I feel the models' blur distinctions between community development, volunteering, and community action. Service development

models are mostly used in offering direct responses to detect local needs or gaps in the provision of public services. They may include food co-operatives, play schemes, and playgroups, youth clubs, community flats, credit unions, environmental clean-ups, arts and sports groups, community transport, lunch clubs, among other activities (Attree et al., 2011, pp.250-260.) The model is mostly concerned with volunteers and the local voluntary sector. Learning –led and popular education models help support and create the confidence and skills of community members. From my understanding, the model is more about motivating people to claim their position in the broader world and have a universal perspective. The model is also incredibly involved in personal development, employment, and finding training for activists within the community.

### **Self- Criticism of Personal Development**

Self-love is the first step to personal development. Self-criticism is the tendency to assess oneself difficultly. Self-criticism is vital in evaluating how one performs in different fields of life. It is a unique trait, and individuals tend to be tough on themselves during scrutiny. Self-critical individuals are afraid of rejection and failure, prioritize attainment over social networking, find it difficult to form relationships, and always feel guilty. Self-criticism dates from our early relationships with peers and caregivers. People who were brought up by less affectionate and controlling parents end up being self-critical adults. Its human nature to find faults in themselves and others. However, there are situations self-criticism should never cross: comparison with other people, nitpicking your abilities and talents, blaming yourself for decisions made in the past, and blatantly judging yourself (Eversole, 2011 pp.51-71). All these points prove that one is not good enough.

Nevertheless, if we desire to succeed, we must let go of past failures and focus on our dreams. There are several ways to criticize our personal development. As human beings, we evolve ourselves to be happier, more successful, and innovative species. There is a thrill of life that makes us starve more by just tasting a drop of possibility.

Self-discovery is the first to understand our needs, values, character, and purpose in life. It is a crucial element of personal growth. We are all different in how we learn, feel, think, act, and perceive the world. As an individual, I need to take time and reflect to gain a deeper understanding of myself. Through self-discovery, I can explore my natural preferences, personalities, dreams, values, and beliefs. Having a development plan enables one to turn their dreams into reality.

Personal development is a fundamental systematic approach that helps one create effectiveness while attaining their goals. It entails crafting and setting a structured plan for achieving the objectives. I should consider a development plan which will, in the long run, enhance my competencies and skills. The key to my successful development plan is to accomplish one goal after a specified period at least. The other step of personal development is the evaluation process that involves assessing the necessary strategies and comparing them against those in the development plan. The main objective of the evaluation is to determine what needs to be done to attain set goals (Brunton et al., 2017, pp.1-15.). A development plan can be useful in an organizational setting where employees have targets to achieve at the end of each day. Through evaluation, I can easily change what needs to be changed to attain what must be completed. Core Dimension Dynamics is the process, philosophy, and principle that empowers us to develop and grow our lives through continuous improvement. As an individual, I must consciously spend energy and time honing skills and abilities to increase and maintain my effectiveness.

Personal growth has many benefits to an individual, and if one desires to move forward and remain competitive, they must regularly engage their personal development. Personal growth does not just happen; instead, it is a life-long process. I must possess a teachable spirit to retain and learn new information. A teachable person positions themselves in places they can learn and adapt theories, methods, and skills to make me a better person. When observing people in general, very few possess a teachable attitude. There are two types of people: those who are not open to learning and those with a teachable spirit (Hallam, 2010 pp.269-289). Unfortunately, most people fall into the former category. The best people fully understand the value of learning and growing, and this does not happen by attending seminars and workshops or reading books.

The development and sharpening of my skills require constant engagement in personal growth content. Personal growth is a continuous process, and I need the discipline to be growing. Self-motivation is vital in personal development. I cannot entirely rely on outside sources for motivation. The environment may fall short and not accomplish 100% motivation. The only person that can motivate me can only be me. I must be in a position to encourage myself to learn and grow. Lastly, having a clear vision of where you want to be in the future is significant. Thinking about where you want to be can be considered as interns of lengths of time. I should make my decisions as detailed as possible regarding my career, different spheres of life, where I want to be,

and who I want to be with. The more details I include, the more I feel connected to my goals. It will also be more comfortable to hold on to my dreams during hard times.

## **Conclusion**

Having excellent community engagement leads to creating new links and relationships while enforcing the current ones. It is crucial to think of the best way to remove barriers and reach underrepresented individuals in meetings and parish issues. Models of community engagement include consultative, social-economic, asset-based, democracy, identity-based, service development, and learning-led and widespread education. Self-critical individuals are afraid of rejection and failure, prioritize attainment over social networking, find it difficult to form relationships, and always feel guilty. Personal growth has many benefits to an individual, and if one desires to move forward and remain competitive, they must regularly engage their personal development. Personal growth does not just happen; instead, it is a life-long process

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