

report

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Submission date: 07-Aug-2023 05:12PM (UTC+0100)

Submission ID: 211258768

File name: 38030_Louise_Hall_report_503881_2129932354.docx (52.83K)

Word count: 2852

Character count: 18230



Louise hall: (2126231)

22

Module code: BMSW5102

Module title: developing relationships and workplace achievement

Lecturer: Dr. Sujeewa Herath

Report

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1. Introduction

The efficiency of the council can also differ depending on its leadership, how policies are carried out, and other variables that are beyond its control.

The examination of my chosen organisation, Birmingham City Council, will be looked at in this report. It will be chosen which potential benefits the company has to offer after speaking with the individual who works for this organisation. Then, it will assess critically the development tools that Birmingham City Council has access to. It will conclude with suggestions and a strategy for personal growth that will address the demands of the employee of this organisation. It is crucial to remember that when evaluating Birmingham City Council's prospective advantages, one must also consider the difficulties and constraints they must overcome. Budget restrictions, bureaucratic procedures, and the requirement to balance conflicting goals are a few examples. The efficiency of the council can also differ depending on its leadership, how policies are carried out, and other variables that are beyond its control. Most workers desire independence and guidance to complete their work. and inspiration, not command. ²³ Only in exceptional circumstances could the performance management system be a control system. (Armstrong, 2006)

2. potential benefits of Birmingham city council

The council has the power to enhance Birmingham people's access to public services. To improve the lives and life chances of individuals living throughout the entire city, ²⁹ Our Future City Central Birmingham Framework 2040 describes how we will take full use of that Golden Decade. (Birmingham city Council, 2020) The council can improve the efficacy and efficiency of services including education, healthcare, transport, and social care by streamlining procedures, spending money on technology, and implementing novel ideas. For the community, this may result in better outcomes, such as better access to high-quality services and increased citizen satisfaction. By encouraging a welcoming business environment, Birmingham City Council can support the city's economic development. The council can promote entrepreneurship, attract investment, and support local enterprises to boost job growth and economic prospects. In turn, this may result in more tax receipts, lower unemployment rates, and an overall improvement in the local economy. The council could make investments and make improvements to the city's infrastructure. The council may improve the quality of life for citizens, entice businesses and investors, and create a livelier and more sustainable cityscape by launching strategic projects like transport improvements, housing developments, and urban regeneration. The Birmingham City Council can be a key player in promoting community growth and social inclusion. The council may build a more inclusive and cohesive society by enacting laws and programmes that deal with inequality, foster diversity, and aid weaker groups. This encompasses programmes for affordable housing, community centres, cultural events, and assistance for grassroots organisations, among other things to include "starter homes" in the definition of affordable housing, the Government held consultations; however, the consultations have only ended, and the Framework definition has not yet been altered. (Malvern hills council 2016). By taking action to combat climate change, lessen pollution, and support renewable energy sources, the council may support environmental sustainability. Birmingham City Council can help make the city cleaner and greener while also raising the standard of living for its citizens by enacting green laws, encouraging sustainable behaviour among local businesses and

residents, and funding eco-friendly infrastructure. Phytoremediation provides an innovative and long-term solution to environmental degradation by exploiting plants' natural detoxification, stability, and removal of contaminants. (Poddar2023) Birmingham City Council has the potential to engage citizens in decision-making processes and ensure transparency in its operations. By actively involving residents, seeking their input on policy matters, and providing accessible information, the council can foster a sense of ownership and empowerment among the community. This can lead to increased trust in the council, better representation of citizen interests, and more informed decision-making. However, it is crucial to recognise that achieving these potential advantages calls for strong leadership, efficient governance, and strategic planning. To successfully deliver on its potential benefits, the council must manage competing goals, political obstacles, and financial limits. ²⁴ To ensure that the council remains responsive to the changing needs of the community, ongoing examination and adaption of policies and activities are crucial. To prevent the worst consequences of climate change, it is our collective responsibility to reduce carbon emissions to a safe level. The more we reduce our emissions, the more we can contain the hazards and eventually limit and stop the rise in the average world temperature. (Birmingham city Council, 2022). Overall, Birmingham City Council is key in delivering vital services, supporting economic development, fostering cultural variety, and improving the general wellbeing of its citizens. Its existence is essential to the city's and its communities' sustained expansion and development.

3. personally developing individuals in the organization

The 4 questions that I asked when I interviewed the candidate that works for Birmingham council who an operator on the council repairs phoneline is:

1. What benefits do you receive from this position?

We get offered counselling, we get offered a free bike to work scheme and we get a good pension.

2. Are you satisfied with these benefits?

I am really satisfied with these rewards especially with the pension scheme.

3. Are you motivated at work?

I am very motivated at work as I enjoy helping people it gives me great motivation.

4. Are you happy in this job role?

I am happy in my current position because it makes me feel amazing to know that I am helping people, and occasionally those people are overjoyed to have spoken to me and that I helped them in any way.

An intrinsic motivator is the contentment with the rewards, notably the pension plan.

Tangible rewards include material possessions or practical advantages. (Xiao & hew, 2023)

To successfully handle repairs over the phone, customer service is essential. ¹⁷ Smart digital tools and innovative technologies have made it possible to provide an unbroken service, allowing for client interactions without direct contact with staff. (Lee & Lee, 2019) Training should emphasise problem-solving abilities, active listening, empathy, and effective communication A crucial component in raising quality is training. Training is a crucial component of success, as good workers are aware. (Kamin, 2006) Employees can practise

handling real-life events with the use of role-playing games and scenarios. People working the repairs phoneline should be well-versed in the problems and fixes for typical repairs. Provide instruction on the numerous repair services the council provides, as well as technical resources and troubleshooting methods. For phone-based help, clear vocal communication is crucial. Employees should receive training. Give people the tools they need to manage challenging or irate calls in a cool, collected manner. Teach them how to diffuse demanding situations and come to a mutually agreeable solution. on how to communicate complex repair information clearly and understandably. Understandable language and addressing language obstacles can be useful. Effective call management and prompt responses are essential. Provide instruction on call handling methods, call queue management, and reasonable caller expectations. Teach staff members how to use the systems and software tools needed for tracking and managing repair requests. Make sure they can utilise these tools to streamline their productivity. Establish a quality control programme to track and assess how well employees interact with callers. To assist them in enhancing their performance, give them coaching and feedback. ¹⁵ Feedback and coaching may support learning and growth as well as the development of our learners' personal and professional lives when utilised intentionally and wisely. (Atkinson et al., 2021) The position may require handling angry or distressed callers. Assist people in acquiring the emotional fortitude and coping mechanisms needed to properly handle stress. Encourage an environment at work where people can learn from one another and share experiences. Team-building exercises can boost morale and cooperation. Obtain caller feedback to better understand their experiences and pinpoint areas for development. Utilise this input to customise training courses and address prevalent issues. Encourage people to achieve in their roles by praising and rewarding exceptional performance. One of the most crucial factors in encouraging growth, enhancing performance, and boosting employee satisfaction is the personal development of individuals inside an organisation. When you invest in the personal development of your employees, you build a talented, engaged, and motivated workforce that performs better, is more satisfied with their work, and helps the company succeed and expand. Because productivity depends on employee pleasure, it is crucial to every organisation. ²⁸ A company can expand and alter in a favourable way over time because of happy people who are more inclined to be inventive, creative, and come up with breakthroughs. (Kumari, 2011)

4. development vehicles

It takes a specific set of abilities and training to develop employees who operate on the repairs phoneline to deliver first-rate customer service and technical support. ¹⁶ Training needs assessment is a continuous process of gathering information to identify training requirements so that training can be created to support the organization's goals. (Brown, 2002) Training on the Job, with this approach, you study while going about your daily business. The advantages include exposure to real-life situations, direct application, and real-time learning. Nevertheless, it might not cover every area of development, which could result in knowledge and skill gaps. Workshops or traditional sessions might offer structured learning. The availability of subject matter experts, interactive sessions, and standardised content are positives. It can take a lot of effort, though, and it might not accurately reflect the workplace. Operators can hone their abilities in a safe environment through role-playing games or simulated circumstances. This increases one's capacity for problem-solving and boosts confidence. It might not, however, fully reflect the intricacy of actual calls. Flexible and self-paced learning alternatives are provided via web-based training. Operators may find it useful to access materials at their own convenience. It might, however, fall short in terms of direct communication and feedback. Sessions of coaching or mentoring can offer personalised advice and support. When it comes to meeting the needs of individual development, this can be beneficial. It does, however, demand committed time and resources from knowledgeable mentors. Operators can find opportunities for improvement by implementing a quality assurance programme that includes call monitoring and feedback. Continuous growth might result from frequent feedback sessions. This strategy, nevertheless, can be seen as evaluative, which could have an impact on morale. Operators can get a lot of knowledge from watching more seasoned coworkers. This promotes

knowledge-sharing and offers insights into best practises. Rewards at work are important for inspiring workers, honouring their contributions, and fostering a pleasant workplace culture. A hierarchy-based incentive system was used by most businesses with steady-state development strategies, while performance-based reward systems are used by businesses with evolutionary growth strategies. (Kerr & Slocum, 2005) These incentives can take many different forms, both material and immaterial, and they operate as instruments to increase employee engagement, output, and job happiness. Financial rewards, non-financial rewards, social rewards, and health and wellness benefits are all possible. Employee preferences and wants should be considered when designing effective rewards for the workplace. To make sure that the chosen awards are meaningful and continue to inspire the staff, regular contact and feedback are crucial. Additionally, a well-rounded strategy for rewarding and motivating staff can be created by combining monetary and non-monetary incentives. The motivation that propels people to carry out their responsibilities, improve their working environment, and work towards both personal and organisational goals is what motivates people in a work environment. Employee engagement, productivity, and satisfaction increase when they are motivated, which enhances overall performance and fosters a more positive workplace environment. Developing motivation at work can be facilitated by the following essential elements and techniques. Understanding each employee's unique requirements and preferences is crucial because different employees may be driven by various things. An effective strategy for promoting motivation at work might include intrinsic (internal) and extrinsic (external) motivators. While some workers are driven by money, others are personally motivated by praise and awards. This conceptualization challenges the widely held psychological belief that extrinsic motivation undermines intrinsic motivation by arguing that some forms of extrinsic motivation can collaborate constructively with intrinsic motivation, especially when levels of intrinsic motivation are high at the beginning of the relationship. (Teresa M. Amabile et al., 2002)

5. P.D.P

<u>Current skills</u>	<u>Development goals</u>	<u>Action steps</u>	<u>How will I know I have achieved this?</u>	<u>When will I achieve this by?</u>
Customer service	Make sure I am giving the right information	Assist other departments as needed with calls	When I no longer make mistakes on the advice, I am giving clients	Next year
I.T skills	Handle a higher volume of calls	Have extra training for my I.T skills	When I am taking more calls than before	Next year
Ability to multitask	Meet or exceed call volumes	Identify opportunities for improvement	When I am perfect in my role	Next year

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An individual assessment instrument known as a personal development plan (PDP) encourages self-direction as a process. (Beausaert & Raemdonck, 2018) The repairs phoneline operator can execute this personal development plan to gradually improve their abilities, deliver first-rate customer care, and contribute to the overall success of Birmingham Council's repairs phoneline services. 11 The outcomes highlight a PDP's significance as a tool

for feedback. If the tool were also employed as a feed-forward instrument, it might significantly benefit the phone operators learning and growth process. (Beusaert et al., 2013)

6.conclusion

In conclusion, the investigation into the phone repair operator position within Birmingham Council has shed light on the necessity of this position in providing residents with quick and effective repair services. As the first point of contact for anyone seeking help with repair concerns, the phone repair operators play a key role, and their performance is crucial in determining how the public views the council's services. Additionally, the implementation of a comprehensive training program that incorporates on-the-job training, classroom sessions, role-playing exercises, and e-learning modules will provide operators with a well-rounded learning experience. Regular quality assurance and feedback sessions will enable continuous improvement and support individual growth. a mix of these development vehicles is the most efficient development strategy for phoneline providers. A well-rounded strategy should be customised to consider different learning preferences and unique developmental requirements. To deliver a thorough development programme, for instance, a combination of on-the-job training, mentoring, and e-learning courses could be used. To track progress and continuously modify the training to meet the operators' changing needs, regular feedback and performance evaluations should be included. Understanding how feedback functions is

essential for creating performance information that, when communicated, leads to desired organisational outcomes. (Johnson et al., 2022)

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