
Name-Marius-Catalin

Surname-Negoescu

Student number-1917715

Moodle -LCBB4002

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Lecturer name-Toyin Adisa

COMMUNITY ENGAGEMENT: REFLECTIVE REPORT

Table of Contents

Introduction.....	3
Reflection.....	3
Understanding of Gibbs reflective model	3
Application of Gibbs reflective model in understanding community management	4
Conclusion	8
Reference List	9

Introduction

This report acts as a reflective assessment of the previous task regarding PrettyLittleThings and the way e-commerce industry operates, including their potential challenges and opportunities. Reflection is an integral part of every individual if they are focusing towards self-improvement, acquiring and refining new and current skills. I believe that as I take part in experiences that place me outside my comfort zone, there is a lot of learning that can be done. This learning can only happen through self-reflection practices where I think about what I have done, what I can learn and what I can do differently next time.

The critical components of this report are concerned with development of effective self-management, communication as well as interpersonal skills within me through successful reflection practices. The report contains extensive analysis of different models of reflection practices, including application of few of these models to explore the different methods of self-improvement.

Reflection

Understanding of Gibbs Reflective Model

Numerous people are of the belief that learning can be best acquired from day-to-day experience. However, I have the opinion that the usage of Gibbs reflective model can be of immense help for an individual in making sense of the overall situation at the working premises such that they can easily understand and hence comprehend what has actually been done and what can be done more for ensuring betterment in proceedings (Sekarwinahyu *et al.* 2019). The sequentially staged Gibbs reflective cycle is effective to make people opportune in acquiring appropriate learning from the real circumstances on a regular basis. Gibbs reflective model provides an effective framework, which facilitates the followers in examining their experiences. Furthermore, the proposition of the cyclic nature provide itself undeniably well in accurate repetition of experiences, allowing the individual to accurately plan and learn from things, which has either performed well or could not perform well. It offers 6 essential stages, which has been briefed below:

- ✍ **Description** of gathered experience
- ✍ Sharing of **feelings** and thoughts regarding the acquired experience

- ✍ Further, **evaluation** of entire experience in terms of both favourable and unfavourable
- ✍ **Analysing** the entire situation to make sense
- ✍ Drawing **conclusion** regarding the learning outcomes and hence note down what could have been done in a different way
- ✍ Formulation of a strategic **action plan** based on the way of dealing with such type of situations in near future or assessing whether general changes could promisingly be appropriate.

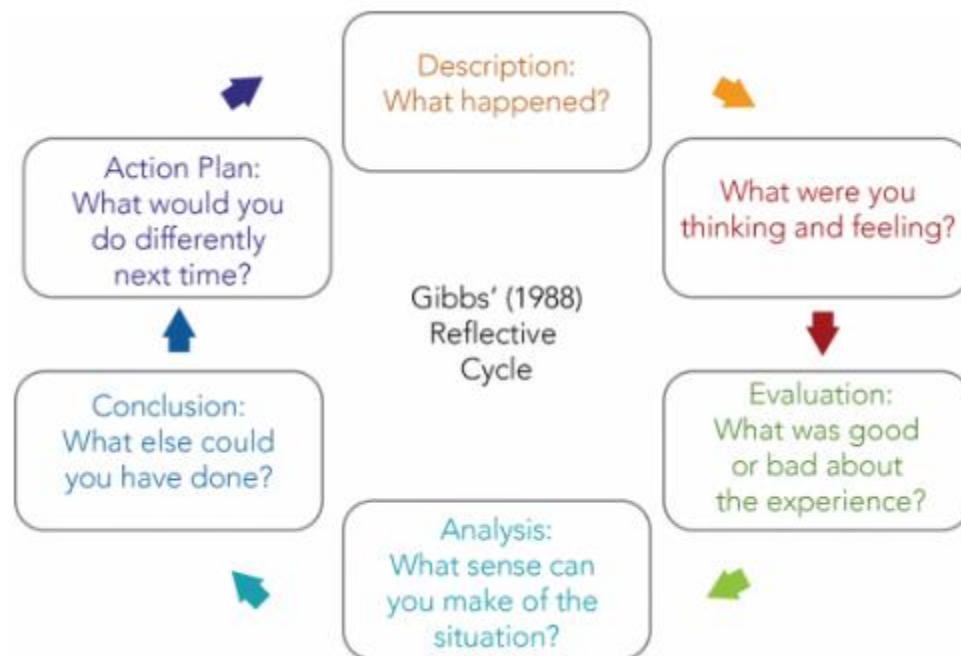


Figure 1: Gibbs Reflective Model

(Source: leaderonomics.com, 2019)

Application of Gibbs reflective model in understanding community management

For successful and sustainable business pursuance in the competitive business environment of the fashion and clothing retailing industry, community management is an extremely significant part. The industry has been immeasurably opportune by the today's immensely digitised as well as connected society. Since their inception the organization, PrettyLittleThings have gained their highly large margin of success through effective community management strategies, which have enabled them to connect with their consumers in an effective manner over last couple of years.

This section of the report focuses on the application of the Gibbs Reflective Cycle to understand the area of community management successfully.

Description

The event that I had experienced included a thorough investigation of the PrettyLittleThings organization, where I analyzed and evaluated many different areas of operations within the organization. Through reflective practice assessing the industry background, company overview, goals, missions and values of the organization results in an extremely good insight of how the contemporary fashion and clothing retailing companies and the overall industry continue their functions (Cherkis and Rosciano 2018). Further, I used information that I acquired from the investigated thus far to prepare a PESTLE and SWOT analysis of PrettyLittleThings, which gave me valuable information of their strengths, weaknesses and how external factors could potentially affect the organization. I assessed the employees currently working in the organization to find out how these employees influence the company towards finding success and realize their goals.

I choose to be engaged in the investigation of the roles and responsibilities of digital marketing manager, as this is one extremely significant position, which can affect organizations within that industry. All of the actions that I took resulted in an effective acquirement of extremely crucial information regarding the PrettyLittleThings organization in addition of fundamental of the e-commerce industry and the way community management play an influential role in the clothing and fashion retailing industry. Lastly, I looked towards developing a successful self-reflection report in order to assess the actions that I took, which can eventually result in the improvement of my own skill sets.

Feelings

The feelings that I have been associated with are extremely mixed, as I had different set of feelings leading up to the event, during the event and after the event. The feelings that I had leading up to the event were to do with a sense of confidence, pride and faith in myself. One has to be rest assured that it is essential to be capable of going through and complete their investigations without any problem. The feelings during the event, however, changed to anxiety, uneasiness and fear as one can realize that some things were not going according to plan, which

may result in delays or failure (Al-Jubouri *et al.* 2019). After the event concluded however, I was filled with feelings of relief, reassurance and relaxation as I realized that I had completed all my investigations and completed my report on time. Looking back on the entire event, I believe that I should not have been so overconfident in my own abilities and should have effectively planned my entire strategy and plans in order to complete objectives on time.

Evaluation

During the event, there were certain parts that did not go well or as planned, while other things just seemed to fall into place, which is one of the reasons I could finish the investigations and reports on time. Things did not go as well towards the start of my investigation as I was overconfident in my own abilities and did things at my own leisure that resulted in many objectives being delayed. One of these things were my initial investigations into the retailing industry, company background, their goals, mission, visions and the influence of community management in this industry. Most of time was consumed in investigating these areas due to my lack of drive to finish things on time.

As time went on, I came to realize my faults and accordingly started working towards planning and finishing my objectives on time. The investigation towards PrettyLittleThings to develop their SWOT and PESTLE analysis went extremely smoothly, along with acquiring information of the role of digital marketing manager due to my improvement in attitude. This was extremely helpful towards my overall goal of meeting my deadlines and creating the reports. Further, I used what I learned from this experience in the development and creation of the reflective assessment, which has been a great benefit for me. While engaging in the evaluation of employees' roles I have understood that PrettyLittleThing necessitates focusing on the key elements while building a successful organisational goal alignment strategy for increasing community engagement and hence sustainably maintaining a competitive edge in UK market. Further, higher disposable incomes would lead to consumers leaning towards spending more on e-commerce purchases.

Analysis

From the events that I have experienced, I now know the things that have caused me trouble and the things that have contributed towards success and improvement in me. The things that had a negative influence on an individual are their feelings of overconfidence and unhinging faith on

their own capability to complete any task that they may be confronted with (Holz 2016). For analysing the purchasing preferences of young adult and teenagers, the marketing manager necessitates having data analysis skills and extraction of values from reporting tools. I have learned that one should treat every new task or assignment as extremely important one that has been allocated to me and hence I must be putting my utmost sincerity and effort towards appropriate completion of it from the very beginning.

Among these things, I have realized that I can bring out the full potential that I possess into doing any tasks or challenges that I face if I perceive the task as an important one. In the future, I will work towards facing every new task with the same level of importance as I have done with this situation, in order to increase my productivity and quality of work. Further, there are large varieties of things that I have learned through my experience of the self-reflection assessment in regards to self-improvement such as publicly speaking skills, marketing expertise and others, which I plan to put into application in similar situations.

Conclusion

I believe that the overall situation that I had experienced had certain negative aspects to it, however, it ended with a handful of positive factors that I have learned. The negative factors of the experience were only to do with the feelings of overconfidence and anxiety that I felt due to my lack of seriousness to complete the task. However, I have taken many positive lessons from the experience such as being much more serious and competent in any situations that I may find myself involved with in the future.

Further, the lessons that I have managed to learn from my self-reflection assessment such as effective writing skills to communicate will convincingly proved to be invaluable to me for self-improvement and success in future situations. I believe that in order to attain a higher degree of success in future situations in apparel retail industry, I must work towards developing my skills in leadership, critical thinking and planning. In conclusion, I was extremely relieved that I could finish my investigations and report my findings on time without any issues and extremely contempt with how I have improved through my self-reflection experience.

Action Plan

I have learned many lessons from both of these experiences and I believe that I can utilize these lessons for future situations. To start, I have learned that in future situations, which are similar to this one, I will take the task with a high level of seriousness and sincerity in order to find solutions and complete objectives as fast and efficiently as possible. I will focus on creating plans or strategies in terms of developing my IT proficiencies that I will follow while doing tasks or to complete objectives, because following a routine or strategy will help me stay focused and on track throughout entire event.

While formulating the action plan the legal rules and policies necessitates to be abided by in any location around the world impacts on all businesses that are operating under it. I will be extremely careful in my approaches into certain areas so that none of these situations can lead to any issues or problems that may hinder my productivity or quality of work in the future. The job profile for digital marketing managers requires influencing community and hence driving profitable business outcomes through collaborations (Ozuem and Azemi 2017). I will continue to incorporate personal development and self-reflection practices into my daily life to improve and refine my skills continuously in order to be prepared for any situation that I may come across in the future.

Conclusion

I believe that I have gained a significant amount of knowledge towards any positive or negative factors that can influence my behavior and attitude. My strengths have been outlined which are related to uncovering information in an efficient manner provided I am putting my full sincerity and seriousness into the situation at hand. My weaknesses as well were shown to do with possessing a feeling of overconfidence in my abilities, which I must work towards improving in the future. Further, the Gibbs Reflective Cycle was extensively analyzed, described and applied successfully in order to understand community management is and the things that can be learned from that topic. In conclusion, I have learned a lot from the previous situation, and the self-reflection that I have completed, which I plan to utilize to create self-development plans and continue improving.

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