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Part B:

Introduction

Reflective evaluation is the process of making an assessment of the personal experience with the intention to learn from it and make a critical judgment. The purpose of this task is to examine the reflective analysis of the personal experience of the student in the role of a warehouse manager in Amazon Company and understand the requirement of developing effective interpersonal, self-management, communication and leadership skills. The discussion of personal experience in the presence of theory will make space for analysing key issues and the areas of development.

Demonstrate a clear understanding of the nature and purpose of reflective practice with reference at least one theoretical model of reflection

The ability to have a clear understanding of the nature and purpose of reflective practice, it is necessary that a student possesses insight and is able to reflect on own experience first. As it is by the ability of an individual to remember and analyse an experience that he/she is capable of conducting reflective assessment and learn from it. The provision of Gibbs Reflective Cycle helps to think systematically about an event, situation or activity and structure a personal reflection (El Miedany, 2019).



Figure 1: Gibbs Reflective Cycle

(Source: Smith and Roberts, 2015)

Description- As an international company, Amazon receives a wide range and a large number of

orders on a daily basis. For instance, I was in charge at the warehouse and 4 similar orders were asked to be delivered in a day. The fact that a similar order was ordered, it mixed up the inventory chart in the presence of several other orders and the executive only packed and dispatched three of them.

Feelings- At the time of the event, in the midst of a busy schedule the error was overlooked by the employees. In the end, it was my duty to remain alert and carefully monitor every task taking place in the warehouse. However, reflecting on the experience I feel that it was the carelessness that caused such a blunder mistake bringing negative rating.

Evaluation- It can be said that the overall experience of the event was bad. Being the manager, it was my responsibility to coordinate between different sections of the department, maintain receiving orders and distribution operations. However, due to ineffective management and inspection, the orders were mixed up and did not dispatch.

Analysis- This step helped me to understand that it is important to prioritise work and concentrate on monitoring individual performance, an inspection of received and dispatched orders.

Conclusion- It can be concluded that after learning from past experience, I am better prepared and take a keen interest in sorting and analysing that every order gets properly placed and reaches its destination.

Action plan- It is important to not only look for any similar situation to arise but using the experience as a lesson and focus on every task and perform accordingly. It will reduce the level of manual and system error, delivering higher quality of performance.

Detailed reflection on personal experience with reference to Amazon and what has been learnt throughout the activity

In the previous section I have learnt few things related to the activities of a warehouse manager and learned the basic skills such as logistic management, financial planning, staffing, IT structuring, marketing as well as customer management relationship. In this section of this study I am going to demonstrate my experience while developing the previous module. I have learned about the retail sector and how the work process is being conducted to satisfy the potential customer base. More importantly, the market share, business size, structure, mission, vision and values of the organization Amazon have been researched in the development of the previous

study by which I have come across the importance of those aspects in the business development process of the organization effectively. In a business process of an organization it is important to deliver proper business processes and develops effective management structure so that the business activities can be controlled properly.

With the gradual development of this activity I have gained this knowledge based on which I can further understand the organizational structure of other companies as well as I might be able to determine the business structure in case I want to start up a new business of my choice. In the previous study, I have learned about the business environment and come to know about the importance of the business environment analysis in the business development process (Chang, 2016). In order to do that I have applied proper SWOT Framework so that internal business environment can be analysed properly within those study. In fact, it might help me in my further career opportunity in any business management profession. Apart from that the module has taught me about the various activities of the employees, departments and management process along with their roles and responsibility so the organizational goals can be achieved properly.

Apart from that I have come across the fact that re-skilling and up-skilling are important for enhancing the performance level of the employees based on which the overall business performance of the organization can reach to the high extension of the business process. In various cases it has been identified that the employees are not being trained properly and as a result the overall business got decreased in terms of profit generation. The modern business process is going through continuous changes in terms of trends, market demand and innovation of technology which are being applicable in the work process of the organizations. With the process of training the employees might get accustomed to the change process by which their performances can become up to the mark (Penesis *et al.* 2017). As I am perusing my career as a warehouse manager, I need to deliver effective proper supply chain management so that the organizational work process can be managed effectively in my workplace. The previous part of the reflective study has helped me in understanding and analyse the overall aspects of responsibility of a warehouse manager.

Reflect on the relationship that exists between the chosen theory and experience gathered

With respect to Gibbs Reflective cycle it can be stated that as a warehouse manager I experienced issues in terms of keeping apt records of the orders that were made. I realised that I

failed to keep apt records of the several orders that were made that in turn affected the reputation of the company. I failed to keep a track of the orders that were made properly so two orders failed to be dispatched and reach the customers on time. In turn, it enraged the customers and they made several complaints on the same (Sekarwinahyu *et al.*, 2019). When I was charged for the fault that I made, I got frightened and was feeling very sorry. However, then I evaluated the situation and figured out my fault. I realised that my negligence led me to make the mistake and had I been careful in my approach then I would have been able to serve the organization efficiently (Hilliard *et al.*, 2017).

On further analysing the situation, I realised that the operation department of the organisation did not upload the necessary information against the orders that were made by the customers that is the expected day of delivery. As a warehouse manager, I did not pay much attention that was required to be attended properly for effective customer service. If I would have checked the list properly then such an incident would not have taken place. Therefore, from the incident that took place it can be stated that I need to be sincere in my approach and need to be very careful while I work I need to be attentive and check carefully every detail of the orders that are made. The records need to be revised thoroughly at least twice so that such an incident does not take place again. I have decided that I will revise the records properly twice before dispatches are made. It in turn will aid me to be efficient in the work thereby reducing the chances of making such an error again (Tanaka *et al.*, 2018).

Examples of issues faced during the role-play activities that involves one success as well as one area for growth

From my role play, I have realised that I am not so careful in my approach. I need to enhance my performance by being attentive in my approach and working effectively so that I do not miss any detail from the next time. I need to improve myself in terms of being careful and attentive in my approach so that any such incident does not repeat in future. However, I realised that I am good in managing a team since I can allocate work effectively and can easily gel with my subordinates and other employees. I was successful in establishing friendly relationships with my colleagues in Amazon in a very short span of time. Therefore, it can be stated that I am effective in terms of administering people working under me as well as in time management.

A signed completion from the peer's 'supervisor' providing the role-play experiences

The form from the supervisor of the peer group on the basis of the feedback of the role played in Amazon:

Completion form

Name of the employee :

Role of the employee : Warehouse manager

Name of the supervisor :

Name of the company: Amazon

Evaluation period: 10th November-27th December 2019

Current goals of the role play in the company Amazon :

It can be observed that as the manager of the warehouse, this individual has the responsibility to fulfil the expectations of the company by tracking the orders of the products. It was also necessary to handle and to track the exporting of the orders without any kind of error. The major objective of the warehouse manager was to serve the operations of monitoring the performance efficiency of the delivery executives and to communicate with them in every slot of time.

Comment of the supervisor based on the performance as the warehouse manager:

As the manager in the warehouse of Amazon, he is having a high rate of knowledge about the various skills, which are based on communication and also information technology. However, it can be observed that he has deficiency in the implementation of the IT skills properly as he is not having transparent understanding about the usability of the various software that can help to track the orders in an effective manner. Moreover, it can be noticed that he has limitations to identify the basic needs of the customers. There are many customers of Amazon who have faced issues due to the delay in the delivery and also due to the improper packaging of the products. Therefore, it is the major duty as the warehouse manager to keep tracking the packaging of the products and to look after the delivery of the products within the desired time to the customers. I will be providing him with a high level of encouragement in order to motivate him for the enhancement of the skills of the warehouse management. I shall be providing him the suitable training to develop his knowledge about the use of the effective software. I hope the weekly training can be beneficial for him to achieve the goals of the job

role and can increase the work ability to manage the issues in a suitable manner.

Comments of the employees:

As the warehouse manager of Amazon, I can feel that the training process can help me to raise the standard of my performance in future. I have limitations in the process of tracking the orders and this has increased my work stress. Therefore, I need to be highly focused to manage the skills through communicating properly with other managers and by the process of self monitoring on a weekly basis.

Signature of the supervisor :

Date: 28th December 2019

Conclusion

It can be concluded that it is highly beneficial to focus on the personal experiences in order to highlight the presence of the different skills. It is beneficial to understand the skill gaps as the gaps can help the individual playing a certain role in the workplace to improve and avoid the deficiencies in the future. The job role as the warehouse manager has high responsibilities to manage the satisfaction of the customers by providing proper packaged goods to them within a specific limit of time. Therefore, through the study, it has been identified that Gibb's reflective cycle has major benefits in the enhancement of the process of reflecting own ideas as per the performance in the company Amazon.

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