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MODULE: LCBB4002 - COMMUNITY ENGAGEMENT

Lecturer: Mohamed Kalam

THE REFLECTIVE COMPONENT

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INTRODUCTION

In the business, community engagement is nothing but corporate community involvement which may increase the relationship of the company with the stakeholders (Lakin and Scheubel, 2017). To engage the community well, business professionals may need to have good transferable skills. This reflective evaluation is going to be prepared on the concept of transferable skill. This will include a detailed reflection of the experience of working in a company where transferable skills may require in every function. Therefore, Gibbs model of the reflective cycle will be described where the experience of the role-play activities, areas of success and areas for development will be shown and an action plan for the development area will be prepared.

REFLECTION

Dalton, et al (2018) said that Transferable skills are the skills those can be used by candidates in different workplaces and some examples of transferable skills are self-management, leadership, and teamwork and communication skill. Hill, et al (2019) added that these skills are mostly needed by every candidate because these are wanted by the employers of every company. They want these skills because they find the need for all these skills in every function of their companies. On the other hand, it is quite tough and expensive for any company to help all the employees to achieve the transferable skills through providing training.

Quinn, et al (2016) told that self-management may not only be required for the persons but also required for the companies where the persons are working. The person who has the self-management skill can also manage the companies where they are operating well. According to Eschler, et al (2020), self-managed people may have persistence, emotional regulation and patience. In the Unilever, I had joined as the Assistant Marketing manager where self-management was very much required. It was very challenging for the employees like me to collect information on the market, organise those and concluding. As I had self-management skill, I handled these functions well.

Cashman (2017) told that leaders are the backbone of every company and they can lead the employees of the companies as they may strong leadership skill. Kruse (2019) argued that the senior level employees may not be said perfect if he just can complete his function rather he needs to have the leadership skill to lead all the employees under him so that the whole

company may be operated well. There may have different forms of leadership such as Autocratic leadership, democratic leadership, and Laissez-faire leadership and deepening on the leadership forms, leaders may be of different types and natured (Gandolfi and Stone, 2018). Autocratic leaders can make the work done very quickly as they lead the employees strictly to complete the function within the given time. The autocratic leaders are those leaders who may strict on the completion of the goals set by him, and the functions directed by him to the employees (Shen, et al, 2019). Laissez-faire leaders are indolent about his part of duty and he just say the employees to make the works done and then he may not be found to give any direction. Ciulla (2020) said that democratic leaders are those leaders who knows the way, goes the way and shows the way and they care about what the subordinates want. They take suggestions from the employees before taking any decisions about the operation. In the Unilever, I have followed democratic leadership as I have seen that the senior employees may also follow this leadership forms. Before leading the salespersons to do any task or taking any decision, I might call the subordinates to discuss that matter and they might tell their talks through which I took the decision and I did function accordingly.

Hancock and Algozzine (2017) wrote on their book that teamwork is needed in case of handling any project, solving any problem, inquiring any information, doing any research or handling any event. Salas and Bisbey (2019) argued that Teamwork is created conflict when the mind of the teammates may not be met or when employees may not be adapted with the teamwork culture. But I have seen a great collaboration when I did teamwork in Unilever Ltd. I have worked in several projects in Unilever and those teams might be formed for several reasons such as carrying our market research, solving any problem within the company and many more. I see those were very much effective and those brought positive outcome in the company.

Communication is the best skill which is required in every place of work (Moore and Morton, 2017). Lewis and Mills (2018) added that when an employee wants to talk with their colleagues, seniors, customers and any other stakeholders, they may require this skill. There may have mainly three types of communication which are verbal, non-verbal, and written mode of communication and each of these form of communication may be required in any field of the company. For example, verbal communication is needed in case of handling customers, leading the subordinates, communicating with colleagues and seniors. According to John, et al (2017), non-verbal communication may speak more than the verbal communication and these are the facial expressions, gestures, postures and body movements

used by people. Thirdly, written communication is needed in informal cases. For example, in case of in my workplace in Unilever, I have used written communication in order taking, informing the stakeholders any special news, and many more.

Cottrell (2017) said that personal and professional development may be done by knowing own strengths and weakness and taking action to improve the weaknesses and reflective practice is the way of creating own awareness about the personal weakness and helps to take action. Rees (2019) added that this is a very fruitful way to assess the actions and thoughts of a person like me and the purpose of reflective practice is to develop the skills. As this is a reflective practice on transferable skills, I will try to reflect on my experience on Unilever in case of playing the role of Marketing Officer when I was an Assistant Marketing Manager. Role-playing is a good way to know about the function of the person whom the role is being by played by the individual. However, I will use Gibbs reflective cycle theory which is a very awesome model to reflect on the experience gained and lead to the way to develop.



Figure: Gibbs Reflective Cycle

Source: (Markkanen, et al, 2020)

Description: As I am the assistant Manager in Unilever, I was performing well and that's why it has been informed me that I am going to get a promotion in the Marketing Manager position. I become very delighted about getting the news. But a stressful but learning work had been assigned to me and that is playing the role of Marketing Manager for some days. I was looking after by some skilled Marketing Manager. They looking after the transferable skills to be sure whether I will have enough transferable skills to handle the functions as Marketing Manager. However, I just made a plan on how could I gain a positive impression of the skilled Marketing personnel who are looking after me. I was working according to the plan but the plan might have some good and bad parts which created a mixed impression about me among those skilled Marketing Personnel.

Feelings: I was feeling stress before attempting to play the role of the Marketing Professional as that was new for me to hold the position. I think that my supervisors and others might have an intension that I will be perfect for this position but they wanted to see when I play the role. That's why they directly did not give the position rather directed me to play the role. By the way, in the first few days, I might fall in trouble in every function and after that time, I might be recovering. I was leading the subordinates very well and they were doing their function very effectively and efficiently. I think that was communicating with all the stakeholders well and I could be able to create a very favourable relationship with everybody. But I feel that when any problem might happen in the company, I might lose my mind and I did not get any action to take. The skilled marketing personnel who were supervising me might also think that I had to develop my problem-solving skill.

Evaluation: The experience of t playing the role of Marketing Manager was a matter of learning where there may have both good and bad parts. The good parts are that I was getting an appraisal from all the supervisors who were assigned for looking after my function because I was communicating well with the stakeholders and I was leading the people well so that they do their function effectively and efficiently. The supervisors provided me all the direction and I did all the duties accordingly. Similarly, they caught my mistakes in case of handling some functions such as being incapable of solving a problem effectively. I agreed with them and assured them that I will be able to sharpen my problem-solving skill very soon.

Analysis: Playing the role as marketing manager might give leadership skill, research skill, communication skill, team working skills and problem-solving skill which might be

implemented in any area of any company (Sekaran and Bougie, 2016). The attained skills may help the person like me to complete my function as a Marketing Manager. I count this as a good opportunity for me before directly going to the position of Marketing Manager. The Culture of Unilever was very good as they direct people to go as a role player through the positions to which they will be promoted. By the way, it was a learning session for me that I had led the subordinates as like an expert and they were also happy for getting the companionship of me. I might understand the mind of the employees under me and I always discuss with them before taking any broad decision as I believed that two minds are always better than ones. As I know well how to handle teamwork, I was giving brief about the team functioning where I was a team leader and getting the necessary direction and support from, my teammates might do their parts of function well. It was good for me, I might be able to attain the confidence of the supervisors on me and they believed me that I will be the perfect one for the position. But they might have been a little bit nervous about how I will be able to solve the problem in future.

Conclusions: It can be concluded that the role-playing activities as the Marketing Manager were very effective and I might be able to gain my confidence and found my problem as well. According to the supervisors' comment, I had been known that I have to develop my problem-solving skill. If I knew that I am not good at solving a problem effectively, I might take initiative to develop my problem-solving skill and the negative impression about me for lacking on problem-solving might not be created anymore. However, if I can improve my skill very soon, I might not face this situation in future.

Action Plan: Action plan is the most valuable step of Gibbs model as this shows the ways of developing the required skill (Gambrill and Gibbs, 2017). I will take 1 year to improve my problem-solving skill according to my following plan.

<i>Area for Development</i>	<i>Actions to do</i>	<i>Time is taken</i>	<i>Way of measurement for achieving the skill</i>
Problem-solving skill	1. Gathering theoretical knowledge from books, online articles and case studies 2. Taking Course from any	1 year	Breaking the whole one year into 3 parts, I will measure the achievement of my skills on every part. If I can solve the problems

	reputed professional training institute		among the subordinates, with the customers and with the suppliers at the end of the day, I will be sure that I have achieved the problem-solving skill.
	3. Taking the responsibility for solving anybody's problem both in personal and professional life		

CONCLUSION

The reflective practice may be a good way of learning and increasing knowledge through preparing an action plan after the reflection (Nicol and Dosser, 2016). This is a good example of that kind of reflective practice which may have included a reflection of the function in Unilever. Role-playing activities in Unilever has also been reflected by the reflective cycle of Gibbs which may have described the event of role-playing, success and development areas and an action plan at the last part. This has shown how the transferable skills are applied in the functions of the company and how to role-play activities are carried out, how success area and weak areas could be sorted out and action plan is made on the development area.

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APPENDIX 1 – FEEDBACK FORM

LCBB 4002 Community Engagement

Peer Evaluation Role Play Feedback Form

Lecturer

Name of Presenter **ADAGOS N.** Date **12/12/2019**

Activity: **SALES MANAGER RETAIL SHOP
COSMETICS PRODUCTS**

	Poor	OK	Good	Excellent
Introduction (Explanation)				✓
Presentation (practical demonstration)			✓	
Conclusion (how well can you carry out the activity?)		✓		✓

Any other comments

played role of sales manager very
well listened to the customer regarding
the complaint. Solved the problem
but should have been showing more
listening skills and of course should
not have laughed.

Signed: **Md Kalam**

Date: **12/12/2019**

LCBB 4002 Community Engagement

Peer Evaluation Role Play Feedback Form

Name of Presenter DIAGO M Date 12/12/2019

Activity: SALES MANAGER RETAIL SHOP
COSMETICS PRODUCTS

	Poor	OK	Good	Excellent
Introduction (Explanation)				✓
Presentation (practical demonstration)				✓
Conclusion (how well can you carry out the activity?)				✓

Any other comments

- Well done! - Very good presentation! - Very confident!

Signed: Giorgiana A.
Rudolf

Date: 12-12-2019

LCBB 4002 Community Engagement

Peer Evaluation Role Play Feedback Form

Name of Presenter DRAGOS M Date 12.12.2019

Activity: SALES MANAGER RETAIL SHOP
COSMETICS PRODUCTS

	Poor	OK	Good	Excellent
Introduction (Explanation)			✓	Well done
Presentation (practical demonstration)			✓	Very confident, friendly
Conclusion (how well can you carry out the activity?)			✓	Very well

Any other comments

The introduction was understandable. The ~~for solution~~ was situation was taken in
series by him like sales manager, trying
to solve it in respectful manner, friendly
and ^{being} emphatic with the client!

Signed:

Date:

LCBB 4002 Community Engagement

Peer Evaluation Role Play Feedback Form

Name of Presenter DRAGOS, N Date 12/12/2019

Activity: SALES MANAGER RETAIL SHOP
COSMETICS PRODUCTS

	Poor	OK	Good	Excellent
Introduction (Explanation)				✓
Presentation (practical demonstration)				✓
Conclusion (how well can you carry out the activity?)				✓

Any other comments

Dragos did a great role play. He solved the issue very efficiently. He went an extra mile to satisfy the client and keep her in. He was polite and calm.

Signed: Mariya Paskalera Date: 12th December 19

LCBB 4002 Community Engagement

Peer Evaluation Role Play Feedback Form

Name of Presenter **DRAGOS**

Date **12.12.2019**

Activity: **SALES MANAGER RETAIL SHOP
COSMETIC PRODUCT**

	Poor	OK	Good	Excellent
Introduction (Explanation)			✓	
Presentation (practical demonstration)				✓
Conclusion (how well can you carry out the activity?)				✓

Any other comments

Dragos the presentation and the conclusion are been almost perfect if not perfect. The only thing where you can improve was the introduction & explain better the responsibility of your sales

Signed:

Nettie Crook

Date:

12.12.2019

