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Applied  
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Skills

## ***Introduction***

In this report I will be documenting and analysing what it takes to be an efficient and reliable professional in the world of work and in my instance the role of a Marketeer. The report will be in the form of an E-portfolio and will be sectioned in four sections. I will be focusing on analysing the standards of being a professional today and covering the group dynamics and what skills it takes to work well within a team and how it can be used within an organisation. A significant portion of the report will be using my own personal experiences and projects to showcase that I portray the skills needed within the world of work.

## ***Activity 1***

To be a successful and efficient professional in today's world of work entails a lot of skills and characteristics. To succeed, you must be outgoing and social, this will allow an individual to reach out to different companies/people through various forms of communication channels. An impressive and inspiring personality so that you are able to build links with potential business partners, you also must have great observation skills and be up to date with trends and the change in people's taste (B2bmarketing.net, 2020). You have to be a strong decision maker, with the ability to conduct a team and organise all its goals and outcomes. According to (Cim.co.uk, 2020) within a role of marketing a member shall all times conduct himself with integrity in such a way as to bring credit to the profession of marketing and The Chartered Institute of Marketing. A member shall not by any unfair or unprofessional practice injure the business, reputation or interest of any other member of the Institute. These regulations are set by the CIM for members only, to enforce the code of professional standards within marketing and its institutes named the General

Regulations for the Provision of Professional Standards, Ethics and Disciplinary Procedures in accordance with Royal Charter bye-laws 16-19. The difference between the skills you already have and take into a job and what the regulations of the business are that you have to acquire is that they all enable you to fit well within a business, no team has different rules for each member due to the fact that it would not run smoothly. The necessity to work in marketing is to not only have the specific set of skills the business requires but to have the knowledge and understanding to work with people in a team to strive for the same success. Many people think to succeed as a professional and the standards of professionals are simply black and white, and that you have to just be reliable, well dressed and have some form of qualification to back you up but the research and evidence provided shows that it is purely down to the individual and how they can help the business grow by just using their skills to support the team and business.

## ***Activity 2***

First to define group dynamics, it is a set of behavioural and psychological processes that occur within a social group or between groups. It refers to the "nature of groups, the laws of their development, and their interrelations with individuals, other groups, and larger institutions" (Cartwright and Zander, 1968). According to Lewin, it is neither the similarities or dissimilarities of individuals that constitutes a group, but rather interdependence of fate. Interdependence of fate is basically the argument that although individuals may be alike or

not that is not the reason they have been put to work together but it is when the people in the group realise that their fate depends on the fate of the group as a whole (Infin.org,

2020). The success or failure of a group depends upon so many factors. Group member resources, structure (group size, group roles, group norms, and group cohesiveness), group processes (the communication, group decision making processes, power dynamics, conflicting interactions, etc.) and group tasks (complexity and interdependence). The group members resources include; members' knowledge, abilities, skills; and personality characteristics (sociability, self-reliance, and independence) are the resources the group members bring in with them. The success depends upon these resources as useful to the task. Group size can vary from 2 people to a very large number of people. Small groups of two to ten are thought to be more effective because each member has ample opportunity to take part and engage actively in the group. Large groups may waste time by deciding on processes and trying to decide who should participate next. Evidence supports the notion that as the size of the group increases, satisfaction increases up to a certain point.

Increasing the size of a group beyond 10-12 members' results in decreased satisfaction. It is increasingly difficult for members of large groups to identify with one another and experience cohesion. In formal groups, roles are always predetermined and assigned to members. Each role shall have specific responsibilities and duties. There are, however, emergent roles that develop naturally to meet the needs of the groups. These emergent roles will often substitute the assigned roles as individuals begin to express themselves and become more assertive. Group roles can then be classified into work roles, maintenance roles, and blocking roles. Work roles are task-oriented activities that involve accomplishing the group's goals. They involve a variety of specific roles such as initiator, informer, clarifier, summarizer, and reality tester. Maintenance roles are social-emotional activities that help members maintain their involvement in the group and raise their personal commitment to the group. Norms define the acceptable standard or boundaries of acceptable and

unacceptable behaviour, shared by group members. They are typically created in order to facilitate group survival, make behaviour more predictable, avoid embarrassing situations, and express the values of the group. Each group will create its own norms that might determine from the work performance to dress to making comments in a meeting. Groups exert pressure on members to force them to conform to the group's standards and at times not to perform at higher levels. The norms often reflect the level of commitment, motivation, and performance of the group. Cohesiveness refers to the bonding of group members or unity, feelings of attraction for each other and desire to remain part of the group. Many factors influence the amount of group cohesiveness – agreement on group goals, frequency of interaction, personal attractiveness, inter-group competition, favourable evaluation, etc (Your Article Library, 2020). All these sections apply to any form of group and this is particularly what affects and forms group dynamics. It can be successful to use these theories and processes within an organisation because they create order and builds relationships between individuals within a group. When people find themselves in conflict, their behaviour can be described in terms of where it lies along two independent dimensions—assertiveness and cooperativeness. Assertiveness is the degree to which you try to satisfy your own concerns, and cooperativeness is the degree to which you try to satisfy the other person's concerns. Thomas and Kilmann (1974) identified five main styles of dealing with conflict that vary in their degrees of cooperativeness and assertiveness. Avoiding style of conflict management is low on both assertiveness and cooperativeness and might be appropriate when the issue perceived is trivial by nature. Competing style is also known as the win-lose approach. A manager using this style, characterized by high assertiveness and low cooperativeness, seeks to reach his/ her own preferred outcomes at the expense of other individuals. This approach may be appropriate when quick, decisive

action is needed, such as during emergencies. It can also be used to confront unpopular actions, such as urgent cost cutting. Accommodating conflict resolution style reflects a high degree of cooperativeness. It has also been labelled as obliging. A manager using this style subjugates his/her own goals, objectives, and desired outcomes to allow other individuals to achieve their goals and outcomes. This behaviour is appropriate when people realize that they are in the wrong or when an issue is more important to one side than the other. This conflict resolution style is important for preserving future relations between the parties. Compromising is moderating level of both assertiveness and cooperativeness. Compromise can also be referred to as bargaining or trading. It generally produces suboptimal results. This behaviour can be used when the goals of both sides are of equal importance, when both sides have equal power, or when it is necessary to find a temporary, timely solution. It should not be used when there is a complex problem requiring a problem-solving approach. Collaborating approach is high on both assertiveness and cooperativeness; it is often described as the win-win scenario. Both sides creatively work towards achieving the goals and desired outcomes of all parties involved (Nischal, 2020).

### ***Activity 3***

There are five stages of a project, initiation, planning and design, execution, monitoring and controlling and completion. Initiation is the formal start of a project. It usually begins with the issue of a project mandate which briefly describes the purpose of the project and authorises budget spend. Project planning is key to successful project management. This stage typically begins with setting goals. Monitoring and control often overlap with execution as they often occur at the same time. They require measuring project progression and performance and dealing with any issues that arise from day-to-day work. During this

last phase, you will complete your work and dissolve the project. Closure does not necessarily mean success, but simply the final point of the project - eg closure can happen when you cancel projects that fail. You can use key performance indicators (KPIs) to determine if your project is on track. Things you could measure include, for example: if your project is on schedule and budget, if specific tasks are being completed, if issues are adequately addressed (nibusinessinfo.co.uk, 2020).

***See Figure 1.1 - Project Plan for Ysgol Crug Glas Event***

The task list above shows the project planning that went into our university project event in order to raise money for a special school in Zambia in connection with Ysgol Crug Glas.

***See Figure 1.2 - Gantt Chart for Ysgol Crug Glas Event***

A process used within an organisation by individual or group to solve problem solving is the six thinking hats, the colours include blue which helps keep in control, white which provides facts and information, red hat which allows the individual to express their feelings, yellow hat has a sense of optimism about them, black hat forces you to think negatively and green hat that has a creative way of thinking (Sicinski, 2020). The Six Thinking Hat's problem-solving method provides us with a multi-dimensional tool that can dramatically improve the effectiveness and efficiency of how we think and work through problems. However, its use goes well beyond just problem-solving. Whether your objective is to solve a problem, to overcome an obstacle, to brainstorm a new idea, to improve your decision-making or for academic purposes, the Six Thinking Hats will help you find the solutions, answers, and the opportunities you need to keep you ahead of the game. Persuading, the ability to convince

others to take appropriate action. Negotiating, the ability to discuss and reach a mutually satisfactory agreement. Influencing, the ability to effectively persuade and negotiate.

Persuasion, you need to get your points across clearly and concisely. Present your case logically, and make sure that any claims you make can be verified. It is equally important that you understand the concerns and needs of the person you are dealing with.

Negotiation, Negotiation is a complex set of skills and techniques to master. Robert Cialdini figured the six principles of influence; Reciprocity. We are hard-wired to return favours, pay back debts, and treat others as they treat us. According to the idea of reciprocity, this can lead us to feel obliged to others. This is because we're uncomfortable with feeling indebted to them. If a colleague helps you when you're busy with a project, you might feel obliged to support her ideas for improving team processes. Commitment and consistency. We have a deep desire to be consistent in thought and action. For this reason, once we've committed to something, we're then more inclined to go through with it. For instance, you'd probably be more likely to support a colleague's project proposal if you had shown interest when he first talked to you about his ideas. Social proof. Our sense of "safety in numbers" dominates much of our behaviour. For example, we're more likely to work late if others in our team are doing the same. Here, we're assuming that if lots of other people are doing something, then it must be OK. We're particularly susceptible to this principle when we're feeling uncertain, and we're even more likely to be influenced if the people we see seem to be similar to us. Liking. We are more likely to be influenced by people we like. Likeability comes in many forms. People might be similar or familiar to us, they might give us compliments, or we may just simply trust them. Authority. We feel a sense of duty or obligation to people in positions of authority. Job titles, uniforms, and even accessories like cars or gadgets can lend an air of authority and persuade us to accept what certain people say. Scarcity. Things

are more attractive when their availability is limited or when we stand to lose the opportunity to acquire them on favourable terms. For instance, we might buy something immediately if we're told that it's the last one, or that a special offer will soon expire (HRPS Blog, 2020).

#### **Activity 4**

Continuing Professional Development is important because it ensures you continue to be competent in your trade or profession. CPD is an ongoing process and continues throughout a professional's career. It is important to enable you to get ahead and to stay ahead, furthering your career and improving your income. The ultimate outcome of well-planned Continuing Professional Development process is that it safeguards the public, your employer, you as a professional person and your professional career. Well-crafted and properly delivered continuing professional development is important because it delivers benefits to you, your profession, your employer and the public. CPD ensures your capabilities keep pace with the current standards of others in the same field. CPD ensures that you maintain and enhance the knowledge and skills you need to deliver a professional service to your customers, clients and the community. CPD ensures that you and your knowledge stay relevant and up to date. You are kept aware of the changing trends and directions in your profession. The pace of change is probably faster than it's ever been. This is a feature of the new normal that we live and work in. If you stand still you will get left behind as the currency of your knowledge and skills becomes out-dated. CPD helps you continue to make a meaningful contribution to your team. You become more effective in the workplace. This assists you to advance in your career and move into new positions where you can lead, manage, influence, coach and mentor others. CPD helps you to stay interested and interesting. Experience is a great teacher, but it does mean that we tend to

do what we have done before. Focused CPD opens you up to new possibilities, new knowledge and new skill areas (Saipro.org, 2020). CPD stands for Continuing Professional Development. It refers to the process of tracking and documenting the skills, knowledge and experience that you gain both formally and informally as you work, beyond any initial training. It's a record of what you experience, learn and then apply (Johnstone, 2020).

***See figure 1.3 for profession map***

## **Appendix**

Figure 1.1 Project Plan - [Screen Shot 2020-01-07 at 17.16.50.png](#)

Figure 1.2 Gantt Chart - [Screen Shot 2020-01-07 at 15.12.31.png](#)

Figure 1.3 Profession Map HR/Marketing - [Screen Shot 2020-01-07 at 20.43.27.png](#)

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