

Human Resource Management

Assessment 2

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Introduction

Reflection is helpful for an individual to identify and appreciate the experiences therefore the person can enhance their practices and outcomes in future (Heinonen *et al.*, 2020). In this reflection, further discussion will be focused on my learning and assignments of developing effective employee engagement strategies and professional growth, work-life balance, and the implementation of the strategies at Nike. In this reflection, I will use the Driscoll method to evaluate my experience and describe it with the 3 significant steps. Employee engagement strategies are effective to keep motivated and engaged employees to offer and guide them in achieving significant opportunities.

Discussion:

What:

In this reflection, the Driscoll model will be used to describe the experience and identify what was significant and determine what to do next. The Driscoll model is an effective reflection model which helps an individual to describe their experience effectively by incorporating these steps such as what, so what, and now what (Voak and Fairman, 2023). In the assignment of developing effective employee engagement strategies' slide 11, I was responsible to research and complete the effectiveness of engagement strategies for professional growth maintaining work-life balance and implementing the engagement strategies at Nike. Conducting research regarding the professional growth at Nike through implementing engagement strategy, I was able to understand that employee engagement strategies help employees to develop their career growth. The organisation Nike empowered their employee to take charge of their career growth through effective training initiatives and monitoring programs.

Slide 12 of the presentation highlights the pivotal role of work-life balance in fostering employee engagement within Nike. This entails effectively managing work responsibilities alongside personal commitments to alleviate stress and empowers employees by offering them a sense of control over their lives.

During making slide 13, I focused on the practical aspects of translating Nike's employee engagement strategy into action. This part highlights the importance of a well-complete-out approach involving phased implementation and defined responsibility, adaptability and consistent monitoring.

So what:

'So what' is also an important step in the Driscoll model which mainly emphasize the value of structure progress and analysis of the situation With the help of the learning from slide 11, of this assignment and its topic understand that it is important to provide significant inside regarding the importance of effective training and monitoring programs to provide opportunities to the employees for their career growth. Understand that the organisation Nike emphasises establishing and providing skill development and career advancement opportunities to its employees for their career growth acknowledgement and employee engagement.

Nike recognises the substantial impact of promoting work-life balance within this context. Nike confirms its commitment to the comprehensive well-being of its workforce by embracing flexible work arrangements and introducing wellness programmes like mental health resources, fitness classes and stress management workshops (Nguyễn 2020). This approach acknowledges that an employee's life extends beyond the workplace that

contributes to their overall engagement and satisfaction. This knowledge benefited my knowledge to develop effectively in the development of a healthy workplace.

Nike recognises that effectively executing employee engagement strategies necessitates more than just an idea, it demands a structured plan. The acknowledgement of a phased approach that assigns specific roles and responsibilities and maintains flexibility underscores the understanding of the company's complexity in aligning the strategy with Nike's unique organisational dynamics (Dreier *et al.* 2019). From this, I understand the effectiveness of flexibility that contributes to a company's success.

Now what:

'Now what' is a significant step in the Driscoll model which is mainly the phase of transition from analysis to making action. With the help of contributing to this assignment's slide 11, I will understand the importance of the professional growth of the employees through employee engagement strategies. Employee engagement strategies help employees in their professional growth as provide learning opportunities and engagement (Chanana and Sangeeta, 2021). This assignment has been helpful for me to develop my skills and knowledge regarding employee engagement, employee empowerment, and the importance of professional growth. This can be helpful for me to work more effectively in my future module and foster an effective professional career.

Nike should seamlessly integrate these initiatives into its operations to perpetuate a work culture that values the work-life balance of its workforce. Consistent implementation is the key to reinforcing the message that employees' well-being is a top priority (Gillespie *et al.* 2020). I learnt that regular evaluation of the effectiveness of these programmes combined with collected open feedback from employees will offer valuable insights into their impact and potential areas for improvement. Adapting strategies as needed ensures that the initiatives remain aligned with employee needs and evolving industry trends in this manner sustaining high levels of engagement and fostering a workplace environment where individuals thrive both professionally and even personally (Agarwal *et al.* 2020). This provides me with the knowledge of continual commitment to work-life balance that enhances employee satisfaction and also supports the reputation of Nike as an employer that genuinely cares for its workforce welfare.

Nike should constantly hold the methodical implementation approach to propel the impact of the strategy. The strategic integration becomes seamless by making engagement a part of the DNA of the company. The ongoing commitment reflects Nike's dedication towards an engaged workforce and positions the company to get sustained benefits that elevate employee satisfaction, overarching success and increased productivity Morgan-Petgrave (2023). This attempt is a continuous journey that demonstrates Nike's earnest intent to nurture its people and foster a workplace where engagement thrives to contribute to the brand's sustained success. I realise that the overall employee engagement strategy of the company enables its success. This knowledge provides me support to develop effective strategies for workforce management that helps in my future studies and also my professional career development.

Driscoll's Model of Reflective Practice

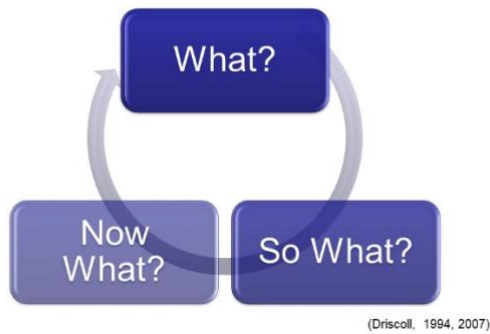


Figure: Driscoll's model
(Source: Young, 2023)

Conclusion:

Applying the Driscoll Reflection model to analyse my journey of making the slides unveils a structured approach to comprehending contexts to answer what, grasping its importance in the section of So What and charting actional steps in the Now What section. This method systematically evaluates Nike's employee engagement strategies. It sharpens the strategic implementation and fosters continual refinement by encapsulating phases. This approach aligns with Nike's commitment to growth, seamless execution and work-life balance. It summarises the essence of strategies and infuses it into Nike culture. I understand the importance of regular monitoring, engagement and adaptation that ensure sustained positive consequences to align with Nike's success. The journey of making these 3 slides help me to identify my strengths and weaknesses. It also provides me with the opportunity to take action for my future success in my career.

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