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ASSESSMENT 2

VOLVO'S SOCIETY

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VOLVO'S SOCIETY

Introduction

The population of the planet Earth is expected to become 8 billion by 2023. This makes this group of people the largest society we know. So many people mean that there will be so many desires, problems and solutions. Ever since he began his life in society, he has been forced to follow certain rules for better coexistence. These rules are adapted to the place and time therefore they are constantly changing. All this is dealt with in the science of Community Engagement.

To determine the best practices for the selected project we need to define our goal. According to the goal, we can choose the best practice for community engagement. The best practices to follow in community engagement are good communication, establish relationships, respect the individuality, partnership, create change, public meetings, surveys, questionnaires, interviews, workshops, leaflets.

Gibbs reflective cycle:

Professor Graham Gibbs of Oxford University published a learning cycle in his book 'Learning by Doing' in 1988. The reflective cycle represented six steps by applying them a specific situation can be assessed. An outcome of improvement can be expected after the practitioner gets an idea of his actions. The reflective method describes the relationship between theory and practice in the inclusion of cyclical activities. It can be applied in all cases that need improvement or reflection. There are very good results in medical workers. The Gibbs Reflective Cycle includes:

1. Description (What happened?);
2. Feelings (What were you thinking and feeling?);
3. Evaluation (What was good and bad about the experience?);
4. Analysis (What sense can you make of a situation?);
5. Conclusion (What else could you have done?);
6. Action Plan (If it arose again what would you do?);

Applying Gibbs reflective cycle for Volvo's Society:

Step 1: Description

Volvo is a Swedish automobile company that began production in 1927. The company soon won a safety award. After that they invented the three-point seat belt and shared it with all car manufacturers. This was the first step in showing their philosophy to the world. Nowadays, the company is considered the safest and most reliable in the world. This is because they invented the three-point seat belts, the child seat facing backwards, the body of the car is reinforced and safe to roll over. They won the award for the most ethical company in three consecutive years. Volvo is engaged with stakeholders through open communication, seminars, interviews,

research and analysis. In this way, they collect important information about the desires, interests, and problems of the people around them. Also use a policy to reduce accident at work help for schools, educational programs at the university owned by the company. Volvo also thinks about the environment with future projects to reduce harmful emissions and to produce all-electric car. At the heart of Volvo is safety, which can be seen from upcoming innovations – self-driving car, limiting the maximum speed, video cameras to help the driver.

Step 2: Feelings

I choose my topic for Assessment 1, because it was of interest to me. Before I started writing, I wasn't so sure it this was the right topic for the specific task. I had some general knowledge, but after doing research I was presently surprised. I read material after material and felt I was on right track. Then I felt happy that such a company exist and for the good example it makes. I felt proud that there were such organizations thinking about the environment, safety and education.

Step 3: Evaluation

The negative side is that the social activities of the company are not many. Because of this, I did not have much material to include in my work and I had difficulty. There is not much literature for the subject on the internet. Only activities were listed in company materials, but without many details, practices and examples.

The positive side in the good example of the company. Concern for society as a whole. Enrichment with information that is applicable to everyone.

Step 4: Analysis

The lack of information about social program that the company deals with prevented me. Probably is not many, so I didn't find. I would describe this as my mistake for approached my title emotionally rather than pragmatically. Only activities were listed company materials, but without many details, practices and examples. Because of this I couldn't develop in depth about the problem in the assignment.

With the chosen topic for the first task, I followed my interest. I wasn't very sure if it was applicable to the assessment. Safety was the thesis in my speech, which did not correspond much to the task, but I found information about the company's social activities. With their help I was able to join the norms of my work. I was pleasantly surprised by what I read, I would describe the company as positive Which in turn will set a positive example. After reading the literature, I enriched my knowledge on an applicable topic. Through the task thus set, I had to find the information myself to pass it through my prism. To understand the task and to reflect my position. Volvo's policy has a positive effect on me, so far I have rarely met such companies. I know of examples where many successful companies have started through theft, lying or something negative. But at Volvo everything is positive, the people from company think about nature and all stakeholders. Useful I can

determine my experience with the brand from where I know about its reliability and safety. In general the task brings only assets for me. A good example for imitation, for public thinking. Because we are a society of people and we must be united by ideas, desires, and dreams.

Step 5: Conclusion

As a mistake I would note my incompetent selection of the topic. The topic of the work had to be a project or business with a strong position and experience in community engagement.

As an asset I can mention learning new facts in a topic of interest to me. The way of preparing this work will give me the basic experience needed for my next tasks in my education.

Step 6: Action plan

In the next assessment I would choose the topic more carefully. Again, in my interest because understanding the title brings us a lot of information. This is exactly what is important to choose a field of research that we want to learn. After selection the range of the topic to check the available information. Whether it is sufficient and comprehensive to perform the required task. I would do more careful selection of the information and sort it into applicable and unnecessary. I would also spend more time preparing the assessment.

After receiving an assessment, I will find out if I have done well or if I need to change something in my work so far.

Stakeholder participation

Community engagement is composed of organizations that deal with personal, goals, income, employment, provision of services and products. On the other hand, any organization would be an empty idea without the people in it. Therefore, community engagement organizations are made up of and people. People are the main asset for organizations, they pass on value, create ideas, learn and pass the knowledge to others, create skills and products. All this can be summarized as stakeholder engagement. They can be connected to the organization internally or externally. For the company that I am looking at the internals – employees, managers and directors. The external stakeholders are – government, suppliers, local communities, academia, customers, dealers, industry and customer associations and media.

Directly connected stakeholders as managers show strong participation in the implementation of the company's projects. The results can be seen from the annual report of the company, the increased revenue as well the expansion of the markets. All good results have been achieved over the years and fulfilling the company's mission to offer greener and environmentally friendly products. Thus, not only the company is developing in modern way, but also the interest in all living creatures can be seen.

Volvo uses the media quite well. They have profiles on most social platforms such as Twitter and LinkedIn. Others have a fairly large audience like with 1.9 million of Facebook, 1.4 million on Instagram and 64 million views on YouTube. This shows Volvo's progress towards new forms of communications. In this case, they can more easily reach stakeholders. They can show their new innovations, new ideas and effect of their work. Through the large number of online subscribers can advertise their product, reach new customers. In this way a s strong link is established between Volvo and stakeholders.

A very good practice of the Swedish company is their open position for communication. On their website have a field where everyone can share his opinion, recommendations and wishes. As we know, the opinion of the stakeholders is important for the organization and in an effort to collect such data, other companies organize events. An activity that essentially working, but in the era of information technology, the first step of communication is achieved through online platforms. Volvo has solved this very simply.

Volvo has closed the cycle of its production because the involvement of the community is important for the business itself. By presenting their concept through the media they can reach people who accept the idea. Even more Volvo can offer higher education in filed beneficial to the business at their university. |They build a philosophy, show it to the public, accept new supporters, train them and can join their team. This would be the steps for some who wants to work for Volvo, and Volvo can provide it.

Conclusion

To continue to find more solutions on how to protect human life and how to be more favorable to nature. In the 21st century, technology is leading in all areas of life. Be developing and implementing new service technologies. They can reach more people and show them good philosophy.

More events focusing on community engagement. Organizing more forums, seminars and trainings will expand their field of expression. They will be able to collect more information and build new improvements based on it. Volvo will reach more stakeholders and engage them in more group activities. In this way, people can still exchange information and have fun together.

Delivering information through the media is a good strategy for Volvo and that's where they need to concentrate more. In the age of information technologies, social media has taken a significant place in the daily lives of everyone. It is there that a large number of people can be reached. From the numbers we see their good basis with the company followers. This is the way which they can easily communicate with stakeholders and offer better community engagement.

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