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Reflective Report based on Gibb's Reflection Cycle

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Introduction

Community engagement of organisations is a community-centred process where organisations set their objectives for the welfare or betterment of the community (Greenberger and McNaughton, 2019). In this report, I will give reflection based on my experience and findings of community engagement in assessment 1. The reflective report refers to the report which is based on critical analysis or experience or findings from the students' point of view (Gibbons, 2015). This type of report includes in-depth knowledge and findings of the students. There remain several models and theories which explain reflection learnings. Here, in this report, I will follow Gibbs' reflective cycle model for giving a reflection on my findings of assessment 1 of community engagement.

Reflective report based on Gibbs' Reflective Cycle

As explained in the introduction part reflective report is a report where findings and critical analysis of the students have existed. Reflective writings help the students to find out in-depth knowledge of the topics they are taught by the teachers (Smith, 2012). It encourages students to observe their experiences and learning processes. Students have to find out the connection between theoretical and practical aspects of the reflections topics which is why this type of report writings helps the students to learn and understand the topics clearly. Through the report, teachers can get the opinions or observations of the students easily and they can take necessary steps based on that. In 1985 David Boud, Rosemary Keogh, and David Walker said in their book *Reflection: Turning Experience into Learning* that reflection is a generic term of intellectual activities where individuals try to explore their observations and experiences for leading to new understandings and learnings. So, reflective writings help students in establishing and developing critical and constructive thinking skills (Brockbank and McGill, 2012).

For explaining reflective writings or learnings there exists several models and theories. Some of them are the Schon model of reflection (1991), Gibbs' reflective cycle (1988), discroll method of reflection, etc. From these models, I chose Gibbs' reflective cycle for explaining my reflection paper. In 1988 Professor Graham Gibbs published his model of reflection in the book *'Learning by Doing'* (Williams, Woolliams and Spiro, 2012). He established the model for giving structure to learning from knowledge. The model includes a continuous cycle of development for a repetitive experience that allows individuals to learn and observe. There exist six different stages of the Gibbs reflective cycle i.e. description, feeling, evaluation, analysis, conclusion, and finally action plan. Reflection on the best practices on community engagement will be given based on these six stages of Gibbs' reflective cycle. The six stages of Gibbs' reflective cycle are mentioned in the following figure:

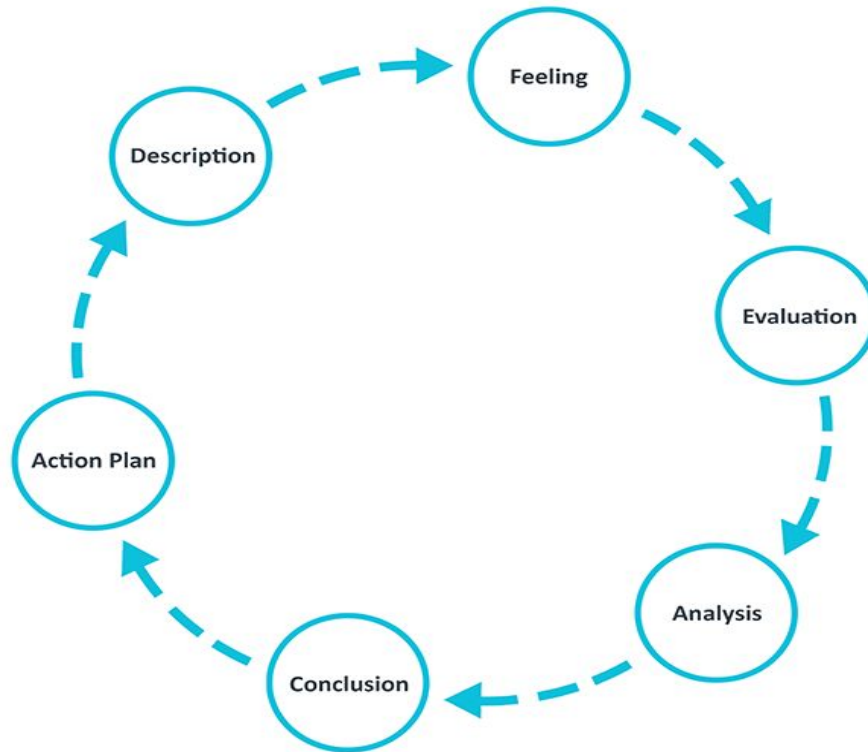


Figure 1: Gibbs' Reflective Cycle

Source: (ed.ac.uk, 2020)

I. Description

The description is the first stage of the Gibbs' reflective cycle which includes a detailed description of the given situation. The answers to what happened, why happened, where it happened, when happened, etc. questions are given in this stage (Adeani, Febriani, and Syafriyadin, 2020). As it is the first stage of the whole cycle, to-the-point answers should be given at this stage. In assessment 1 I analysed the best practices of community engagement in Sainsbury's. It is one of the largest chain of supermarkets in the United Kingdom. For collecting necessary data and information I went to the nearest Sainsbury's shop where a relative of mine, Mr. Jack works as a manager. He helped me a lot to give me a clear understanding of the procedures, operations, and strategies of Sainsbury's. Also, I have collected various types of important information about Sainsbury's from different journals and websites. In assessment 1 I had analysed the procedures of Sainsbury's how they establish their relationship with the stakeholders such as managers, customers, employees, communities, etc., and also how they engage with them. After that, I have evaluated different eras of Sainsbury's and found out how their community engagement has evolved. Since nowadays social media platforms are so popular all around the world organisations use these

platforms as a strategy for marketing (Tan, 2018). I collected information about the strategies Sainsbury's follows for attracting customers through social media platforms. For finding out these data I have gone through the social media accounts such as Facebook, Instagram, Twitter, YouTube, etc. of Sainsbury's. Sainsbury's also arranges training and development program for the employees to deal with socio-cultural issues (about.sainsburys.co.uk, 2020). At last, I gave some recommendations based on my analysis for Sainsbury's through which they can improve their services.

II. Feelings

The second stage of the Gibbs' reflective cycle is feelings which are about the thoughts or feelings that individuals had during the observations or experiences and about the impact of those observations or experiences (Fergusson, van der Laan and Baker, 2019). Just like the description stage, few questions such as how the feeling was before the situation, at the time of the situation, and the end of the situation, what was the impact of the situation, etc. are answered in this stage too. At first, I was confused about the selection of social enterprises or projects. Also, after the selection, I was so tensed because various types of data and pieces of information about Sainsbury's have to be collected by me, and after the collection, analysis has to be done based on those data. But, as explained earlier in the description part one of my relatives, Mr. Jack works as a manager in Sainsbury's which is why I have collected much essential information about the company easily from him. Also, I have gone through some journals and websites for collecting necessary data. After the collection, I felt comforted as my analysis part can be done with the help of those collected pieces of information. At the time of analysing different eras of Sainsbury's, I have found out their involvement in community engagement and their involvement in several welfare programs for the betterment of society. After 151 years of Sainsbury's, they are still famous and popular for their quality service (Timeline, 2020). After completing half of the task which was given in the module I felt confident about my analysis. When I was analysing their social media platform strategies I have gone through their social accounts which were exciting. After completing the analysis I checked my whole work with the module and corrected some writings. Since the task has been done appropriately I felt relaxed and contented too as it was a new experience for me.

III. Evaluation

The evaluation stage is for finding out what worked and what didn't in that situation. This part of Gibbs' reflective cycle mainly focuses on the positive and negative sides of the

situation (my.cumbria.ac.uk, 2020). This stage has some questions too such as what was positive or good about the situation and what was bad, what was going well and what wasn't going well etc. In the beginning, I faced several issues in the selection process as I was not getting the necessary data from the organisations I selected. But when I remembered that I have a relative, Mr. Jack who is working as a manager in Sainsbury's I felt relieved. And the best part was when I found the necessary data and information for my analysis of some journals and websites. Sainsbury's is so popular in the United Kingdom which is one of the largest chains of supermarkets (Kolokotroni et al., 2019). And collecting data from a manager of that famous organisation was a great experience and learning for me. But in the middle of the analysis, some of my findings weren't going with the directions of the module which was depressing for me. To answer the question of what other people contributed to the situation I must mention the name of Mr. Jack without whom I might face many troubles in completing my assignment. After completing the whole assessment I have learned so many valuable things and experienced something new.

IV. Analysis

This stage of Gibbs' reflective cycle is about where individuals get a chance of making sense that what actually happened or why things happened positively or why things happened negatively. In this part, some explanation of previous stages is given such as why the things didn't work or why the things worked (ed.ac.uk, 2020). Since the modules ask for an evaluation of different eras I had to go through the archive of Sainsbury's where all the incidents and operations are briefly stated. While going through the timeline of the company I found out that they faced trouble at the time of World War I where the majority of the male colleagues had gone to war. But the authority of Sainsbury's faced the incident strategically as they started hiring female colleagues or employees. Also, I have found that they give the best quality products with the best services to the customers at a reasonable price which is why they are so popular for 151 years long. Through my analysis in assessment 1, I had known that they use several social media platforms as a marketing strategy through which they attract customers. I was glad to know that they also give occasional offers based on psychological tools such as religion, beliefs, values, cultures, and habits, etc. of the individuals of a specific area. Since different countries or communities have different values and cultures, employees need to be trained effectively so that they can make the customers satisfied with their services and behaviour (Sankaranarayanan, 2015). I got to know that Sainsbury's arranges special training and development program for the employees before

recruiting. From the timeline of Sainsbury's archive, I have found that sometimes they made donations to the charity. At last, I have given some recommendations to Sainsbury's by following which they can improve their services.

V. Conclusion

The conclusion is the stage of Gibbs' reflective cycle where individuals are required to sum up the learnings and observations of the situation. How the situation could be handled better and what else should be done by individuals are answered in this stage of the cycle (Potter, 2015). I had some new experiences for completing the whole task of the module such as interviewing a manager, collecting information from journals and websites, etc. These experiences helped me in observing my in-depth knowledge of community engagement. Although I could have given some better recommendations for the betterment of Sainsbury's. Overall, completing the module of assessment 1 effectively was a great learning for me and it helped me in establishing some new skills and developing some of my previous skills.

VI. Action Plan

The action plan is the sixth and final stage of Gibbs' reflective cycle where individuals have to think about what other things can be done by them if they face the same type of situations or closely related to that type of situation (Bhattarai, 2010). Some questions such as where individuals can use their experience they have gained through the situation, how they can improve their skills for facing the situations better than before etc. are answered in this stage of the cycle (Wikström, 2012). In my case, I have gained some new experiences and developed some skills such as communicating with others, interviewing others, etc. through assignment 1 of community engagement which I can use in the future if needed. In some cases, I was nervous and tense on which I will work so that I can overcome those issues if similar situations arise in the future. Also, I should focus on developing some critical skills such as problem-solving, collection of primary and secondary data, using data in the right place, making questionnaires for interview purposes, giving useful recommendations, etc.

Conclusion

Reflection, evidence, and clarity are the main three characteristics of reflective writings (Smith, 2012). Reflective reports or learnings help students in developing in-depth knowledge about the situation and they can use that experience for solving critical issues in the future. Based on the three terms of reflective writings, reflection on the best practices of community engagement has been given in the above. Although there remain several types of reflection models and theories, I have used Gibbs' reflective cycle which has six stages or phases i.e. description, feelings, evaluation, analysis, conclusion, and finally action plan. Following the cycle of Gibbs, I have explained the reflection in six parts. From the reflection report, some skills such as interviewing someone, data collection, critical thinking, in-depth observation, etc. of mine get improved.

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