# Weekly Reflection Template

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| **Name: Syed Zaham** | **Date: 18/02/2025** |
| **Individual objectives for this week:** | **Evaluation of performance:** |
| Provide input on refining the A6 Marketing Strategy document by reviewing our branding and promotional materials to ensure NHS compliance.  Collaborate on structuring the company website, with particular attention to key sections such as the team introduction, mission statement, and marketing strategy.  Evaluate and fine-tune our corporate identity elements—logo, slogan, and overall branding—to make sure they are presentation-ready.  Work on incorporating client feedback into our marketing and branding approach.  Team up with Walid to enhance the marketing section so that our messaging is consistent and effective. | I contributed actively to revising the A6 Marketing Strategy, suggesting improvements to ensure our promotional elements met NHS guidelines.  I helped shape the website’s structure by proposing a user-friendly layout for essential pages, which I believe will improve overall navigation.  I reviewed our branding assets and provided recommendations to ensure that our logo, slogan, and visual themes were polished and cohesive.  By integrating client feedback into our discussions, I supported the creation of a more responsive and client-focused strategy.  Although progress was steady, I noticed that earlier collaboration could have helped streamline some of our design and content decisions. |
| **Individual objectives for next week:** | |
| Conduct a final review and submit the refined A6 Marketing Strategy document.  Ensure all marketing and branding materials are finalized and well-organized.  Assist in the final adjustments to the company website, making sure that accessibility standards are fully met.  Prepare my contributions for the A8 self and peer assessments with detailed documentation.  Explore additional content improvements for our marketing materials, if needed. | |