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**GitHub link :** [**https://github.com/Donel21/XHAW-GROUP-WORK-POE.git**](https://github.com/Donel21/XHAW-GROUP-WORK-POE.git)

**Yutube link :** [**https://m.youtube.com/watch?v=c9CpavrqaHc**](https://m.youtube.com/watch?v=c9CpavrqaHc)

**:** [**https://youtu.be/2HRb7CE9fo0?si=IQcTyyXjynsKVhzC**](https://youtu.be/2HRb7CE9fo0?si=IQcTyyXjynsKVhzC)

**ANNEXURE C - Self-Evaluation Reflective Report**

**Introduction**

Work-Integrated Learning (WIL) is a valuable opportunity to apply theoretical knowledge in practical settings, bridging the gap between academia and the workplace. It provides firsthand experience in industry practices, fosters personal and professional growth, and helps refine skills essential for career success. My experience in WIL has been enriching, allowing me to contribute meaningfully while gaining insights into real-world operational dynamics.

**Skills Learnt**

**Industry-Specific Practices:**

* Learned and applied **media monitoring** techniques to assess the organization's reach.
* **Compiling media kits** and writing impactful articles for internal newsletters to align with brand messaging.
* Designed digital marketing materials and contributed to enhancing the **website’s user experience.**

**Interpersonal Communication Skills:**

* Participated in **brainstorming sessions** to generate innovative ideas for organizational projects.
* Engaged in **feedback sessions** to refine outputs and improve processes.
* Presented updates during **team meetings** to ensure alignment with objectives.

**Management Skills:**

* Effectively used **time management** to meet deadlines for multiple overlapping tasks.
* Addressed unexpected challenges with **crisis management**, ensuring minimal disruption to operations.
* **Prioritized workloads** to optimize efficiency and meet organizational goals.

**Role in the Team**

* **Leadership Responsibilities:** Acted as a task coordinator for specific deliverables, ensuring that team members understood their roles and responsibilities.
* **Contribution to Team Success:** Delivered high-quality drafts and revisions for key deliverables, improving the final outcomes.
* **Group Dynamics:** Fostered open communication within the team, ensuring that everyone felt heard and valued.
* **Handling Concerns:** Addressed team concerns tactfully and sought guidance when necessary, maintaining harmony and productivity.

**Research, Technology, and Presentation of Information**

**Scenario:** Tasked with compiling a competitor analysis report for a marketing campaign.

* **Information Sources:** Conducted online research using industry-specific tools and databases, gathered client data from internal systems, and reviewed historical project files.
* **Technology Used:** Leveraged tools like Microsoft Excel for data analysis, Google Workspace for document collaboration, and Canva for visual presentations.
* **Presentation:** Created a visually appealing presentation using PowerPoint and provided a concise executive summary for management review.

**Personal Strengths and Weaknesses**

**Strengths:**

1. **Adaptability:** Thrived in diverse tasks, demonstrating flexibility.
2. **Collaboration:** Built strong working relationships with team members.
3. **Problem-Solving:** Resolved issues proactively and efficiently.
4. **Technical Skills:** Leveraged software tools effectively to complete projects.
5. **Creativity:** Contributed innovative ideas during brainstorming sessions.

**Weaknesses:**

* Found it challenging to prioritize tasks initially, leading to time pressures.
* Occasionally hesitated in seeking clarification, which delayed task completion.

**Improvement Strategies:**

* Develop better **task prioritization systems** and use tools like Trello for workflow tracking.
* Cultivate the confidence to ask questions early, ensuring clarity and direction.

**Stakeholder Relationship**

**Positive Aspects:**

* Maintained open communication with the WIL Coordinator, receiving timely feedback and guidance.
* Benefited from constructive criticism that helped refine my work quality.

**Areas for Improvement:**

* Could have initiated more frequent check-ins to discuss progress and challenges.

**Proposed Enhancements:**

* Schedule periodic updates and actively seek feedback to strengthen the relationship and enhance learning.

**Impact**

**Contributions:**

* Enhanced the organization's digital presence by improving website content and aesthetics.
* Streamlined communication processes within the team by proposing and implementing collaboration tools.

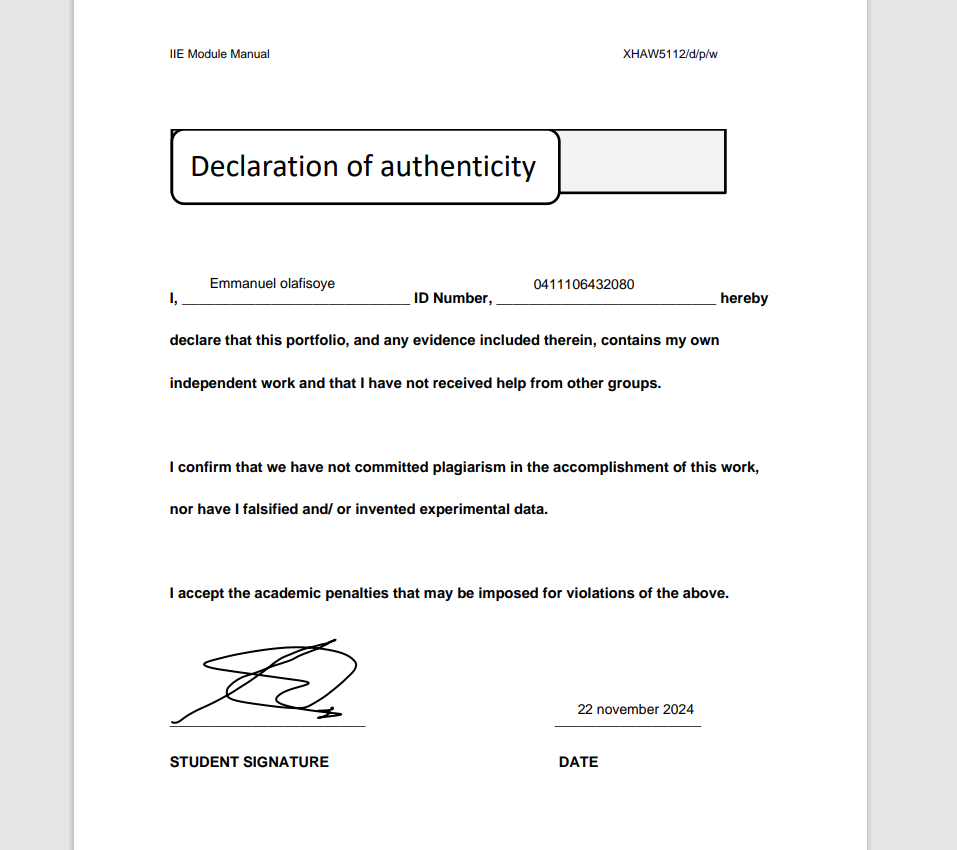
**Positive Impact:**

* Fellow staff members appreciated my contributions to project brainstorming sessions and detailed research outputs.
* My efforts in refining media kits and digital assets positively influenced client feedback.

**Conclusion**

My WIL experience has been a transformative journey, enabling me to merge academic knowledge with practical skills. It provided a platform to develop professionally, contribute to an organization, and reflect on areas of growth. Overall, the experience has affirmed my commitment to ongoing personal and professional development in pursuit of my career goals.

Annexure a



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