

Through also
important to reflect at
different

[Economics](#), [Trade](#)



Through this patch of work, I have learned that reflection is an essential component in any type of learning (Boud, D., Keogh, R. & Walker, D. 1985). I can now see that to learn from my experiences, I must be able to reflect upon them and the actions I have taken. This piece has enabled me to strengthen my knowledge of this module and identify areas in which I need to improve. In addition to this, I have learnt that reflection should not just be carried out at the end of an experience but that it is also important to reflect at different points throughout (Boud, D.

, Keogh, R. & Walker, D. 1985) Conclusion On the day of the pitch, we were unable to get in contact with a member of our team. This led to further worries that our pitch may not go as well as planned as we were a member down. During the pitch, we had to improvise due to the team member who didn't show up. If I had the opportunity to do the pitch over again, I would have ensured I rehearsed the missing team members part of the pitch as they were not present during the rehearsal. I believe I should have used my initiative to learn their lines rather than presuming they would have shown up. Overall, the pitch did not go as well as we had planned.

Our pitch was postponed due to bad weather which meant we had to wait a further three weeks to do our pitch. This was advantageous to us as it gave us more time to prepare and reflect on others feedback and act upon what they were told. We rehearsed over our speech for the pitch multiple times which enabled us to identify any problems and rectify them beforehand. Our biggest problem at the pitch was ensuring everyone had been over all the work we had done so far for this module and that everyone was able to

answer any questions raised to us in the question and answer segment of the pitch.

To prepare ourselves for this we composed a list of questions which were likely to come up and made sure everyone was able to answer the questions correctly. The pitch The trade fair ran relatively smooth as we were able to complete all the necessary preparation such as designing the poster and creating the business cards in a timely manner. Everybody in the group was allocated a task such as producing business cards or coming up with content for the poster and brochure to help ensure everything was done within time. Before the trade fair, everyone was anxious and had quite a negative attitude towards the fair as none of us have held a trade fair before. Patricia Cross's (1981) chain of response model shows that there are a number of barriers which can hinder your progress whilst learning, not being able to keep a positive outlook can be seen as one of these barriers. For our group to be able to learn something from our experience, we all had to have a positive attitude.

The trade fair was an insightful experience as it enabled us to be able to see who can perform well under pressure. If I had an opportunity to redo this patch of work I would have made sure everyone proof read one another's work as there were various spelling mistakes in our pieces of work, including in our logo which made us look very unprofessional. The Trade Fair One of the first obstacles we faced as a group was coming together to decide on a strategic business objective and plan for our hotel. In the beginning, there was conflict as to which direction we should be taking our hotel in but after

thorough research of surrounding hotels, Birmingham tourism and conducting our own primary research we were able to conduct a business plan which everyone agreed upon. Green and Williams (1996) claim that situational analysis is made up of four segments including analysing your environment and focusing on who your likely customers are. Our research, both primary and secondary, enabled us to identify where hotels in Birmingham were doing well or coming up short. It also enabled us to come up with our own unique value proposition and our target audience of social grade B to C1 and ensuring we were able to justify this.

Making decisions Despite feeling this way, to begin with, the group performed well although there were problems which arose along the way. In my group, there was an unequal contribution of work as one member lacked interest and involvement. This, in turn, resulted in other members of our team having to complete pieces of work which was assigned to the other member to help the group complete tasks in a timely manner. Reflecting on the pre-selected grouping I believe it may have been the better option as sometimes working with friends does not always produce the best work. Whilst working with friends you can sometimes become distracted and lose focus on the task at hand. Although there was a lot of miscommunication and timing issues in all, we were able to come together and produce quality work.

For this module, we were given pre-selected groups. Working in a group can be beneficial as you are able to accomplish more than you could as an individual in a shorter space of time. In a group, you can incorporate one another's ideas which leads to much better conclusions and results.

I would have personally liked to have been able to decide who was in my group as I would have felt more comfortable working with people I had already formed a relationship with. Not being able to choose the people I was working with constituted to fears of not performing well, building new relationships and finding out one another's strengths and weaknesses. Peter Levin (2005, p. 7) States ' You don't become a team until you have developed methods of working together and relationships have formed between you'. Working as a group During this reflective piece, I am going to evaluate the key events which took place whilst preparing for and during each patch of this module. I will be using Kolb's learning cycle throughout this piece to reflect on my experiences and what I have learned because of this.

Introduction