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## Reflective Journal Guidelines (40%)

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The aim of this assessment is to demonstrate that you can reflect critically on your own learning. For this assessment you are required to submit a Service Experience Reflective Journal using a pre-populated workbook in PebblePad. The reflective pieces will demonstrate your understanding of key unit concepts as you progress through the unit.

You have been asked to submit three (3) reflective pieces outlining what you have learnt and how this learning will impact on your professional development. Please refer to the unit plan and the relevant assessment folder on the Blackboard site for the due dates and marking rubric.

The reflective journal will consist of three (3) reflective pieces based on three (3) key concepts selected from the list below:

1. Ethics in service organisations
2. Corporate social responsibility and service organisations
3. Cultural impacts on the service experience
4. The characteristics of service
5. Co-creation of service
6. Service guarantee
7. Service failure
8. Service recovery
9. Service excellence
10. Any key concept of interest discussed in the unit

Reflection is a form of personal response to experiences, situations, events or new information. It includes identifying assumptions and challenging them by offering new ways of looking at key concepts. Reflection involves integrating new knowledge into your existing knowledge framework and adding your thoughts and analysis to what you have read and experienced to illustrate your new understanding of unit concepts.

You must follow the set reflective framework when writing your journal pieces (i.e. address each part of the framework). You are expected to apply the **Gibbs' Reflective Cycle** in creating your reflection. This framework covers 6 stages:

- **Description** of the experience
- **Feelings** and thoughts about the experience
- **Evaluation** of the experience, both good and bad
- **Analysis** to make sense of the situation
- **Conclusion** about what you learned and what you could have done differently
- **Action plan** for how you would deal with similar situations in the future, or general changes you might find appropriate.

Reflect on your learning in this unit and the feedback you receive on your reflection pieces. Consider the following questions (as relating to this unit), what did I learn today? What did I find interesting? What was puzzling, difficult or unexpected? What were my learnings from my experience (positive and negative)? What else do I need to know? How can I turn a situation around using what I now know? How can I apply my theoretical knowledge to a particular situation? Have my assumptions and perspectives changed because of this experience? If so, how?

You are also encouraged to reflect upon your aspirations as a service experience manager and incorporate this into your reflections. The aim is to articulate insights on your growth as a service management professional. Evaluate how your learning experiences in this unit has shaped you as a service professional and what you will do to better align to your future goals as a service experience

manager. Consider the following questions - How have I developed as a service experience professional? What are my perceptions of my skills and areas of improvement? How can I apply what I have learnt to my life and future career?

Your reflective journal should have descriptive, reflective, and analytical elements. It would be useful if you get into a habit of writing down your reflections, observations, and questions on a regular basis, be it daily, weekly or after each module. The act of writing (rather than just thinking) about our experiences gives us a record of all the thoughts we have about an experience. This record is then available for further analysis, reflection or charting our progress through an issue. Recording your experiences is a personal matter – write in any way that allows you to best express yourself. Take pictures, use sketches, use a large book or small diary. Use whatever means that helps you to reflect on your learning and development. You are writing for yourself. Your journal is not a public document, although you will be expected to submit entries as evidence on PebblePad to demonstrate your learning in the unit.

In your reflections, you are expected to write informally and in the first person. However, please avoid the use of slang or colloquial language (e.g. Bloke, stuff, mate)

Reflection is more than mere recording of observations. The following example gives you an idea of how you might reflect on a service delivery experience.

#### Reflective Piece (Service Failure)

Observations	Reflection
Today a 'regular' came into the restaurant with his children. As is usually the case, he didn't order directly off the menu, but added all sorts of other requests. There was a problem in the kitchen (there had been a problem with the grill being used to cook the fish), and half of the table's meals arrived and all the side orders of vegetables but ten minutes later the rest of the meals still hadn't arrived. He came to the counter to complain. Janine [the supervisor] couldn't talk to him because she had just cut her hand so she sent me out to talk to him. I was very nervous, because he was really angry, but I explained to him exactly what had happened, apologised and made sure I called him 'sir' a lot. I said we would obviously replace the vegetables with hot ones and offered him free coffee after his meals. He seemed quite happy with this and I felt relieved that I seemed to have 'defused' the situation.	I was really worried about talking to this man, because he nearly always complains about something when he comes in the restaurant. I was really pleased though that the approach I took (being polite, explaining what had happened in the kitchen) seemed to pay off and address his complaint. I think it was a good idea to explain the situation to him, rather than just apologise, because that way he could see that it wasn't just incompetence on our part but an unusual situation that had led to the delay. I was really pleased with myself that I came across as really confident and professional in my dealings with this man, when on the inside I was quite terrified.  The man came in again the following week and gave me a big smile (first time in three years). This seems to reinforce my feelings that I dealt with the situation really well last week.