REFLECTIVE REPORT.

Research Proposal for The Faculty of Communication
And Media (AWL203)
At the University of Deakin Australia.

June – 29 – 2024

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Table of Contents

Reflect on your Trimester 1 internship experience, incorporating relevant artefacts and evidence to support your analysis.

Nathalee S Carboni, 220202302

Section A: Skills Evaluation

Purpose of the Report

This section of the report aims to evaluate my current skills and prepare for my upcoming practical learning experiences as a communications and marketing intern at the Mparntwe Alice Springs Community Foundation (MASCF), and the DeakinTALENT FreelancingHUB (Hub). Conducting this evaluation is crucial to identify areas of strength and those requiring improvement, ensuring I maximise these experiences' benefits.

Introduction

I am a digital native with a deep passion for all things digital, including video games, digital creation, movies, and music. This passion is what led me to pursue a degree in communications and media. My academic journey at Deakin University, complemented by my background in commerce from the University of Wollongong, has equipped me with a broad skill set. This includes critical and creative thinking, effective communication, problem-solving, and proficiency in various digital tools and technologies. These skills are foundational for my success in diverse business and media careers.

Sub Section A. 1: Rationale for Selection of the Experience

Personal Goals: Mindset and Influence

I would like to commence my skill evaluation with a profound quote by Miyamoto Musashi from "The Book of Five Rings" which states that *"the price of Zen is essentially personal. Enlightenment in Zen does not mean a change in behavior, but a realization of the nature of ordinary life"* (2018, p.19). This aphorism holds significant relevance for me as an individual and for this experience. Since I was 16 years old, I have been deeply captivated by the concept of Zen and enlightenment literature, exploring works such as "The Art of War" (Sun Tzu, Lao-Tzu, Confucius, & Mencius, 2016), "Tao Te Ching" (Laozi, 2017), "The Way of the Samurai" (Nitobe, 2021), "Hagakure" (Yamamoto, 2018), and "Ikigai" (García & Miralles, 2017) have profoundly influenced my mindset and objectives throughout my life, which is why I find it imperative to note them into this report.

These works have instilled in me the importance of maintaining balance in all aspects of life - work, personal, and mental training. This principle is one I venture to embody personally, academically, and professionally. The consistent emphasis on the value of practice, critical thinking, and purposeful action found in these works serves as a guiding framework for both the master and the student. In my current context, I find myself embodying both roles. These philosophies have sculpted my thought processes and actions over the years, forming the bedrock of my intellectual and practical pursuits.

Figure 1. An image of books that has been the basis of my study of thought. *Carboni, N. S (2024). Principles of Thought: My books, [Digital Photograph], Northern Territory Alice Springs, Australia.*

Professional Goals: Overview of My Experience

The duration of this experience is a 12-week internship, spanning from February to May during trimester 1 of 2024, where I will engage in various activities that integrate my academic knowledge with practical application in community and freelancing environments. My background includes a rich tapestry of certifications and work experiences that have prepared me for these internships:

a) **New South Wales Government (Forage) - Careers in Government Virtual Experience Program (2023)**: I conducted comprehensive research in market and contract management, analysed consumer needs, and developed impactful media assets. This experience honed my analytical skills and my ability to create strategic communication materials (The Forage, n.d.).

b) **Gumaraa Aboriginal Experience (Albion Park, NSW) - Volunteer (2023)**: In this experience, I promoted First Nations culture through immersive tours and workshops, fostering understanding and appreciation of Aboriginal traditions. This experience enhanced my cultural competency and my ability to engage diverse audiences (Gumaraa, n.d.).

c) **University of Wollongong (UOW) - Work Experience (2018-2019)**: When I was a dedicated student at the University of Wollongong and a participant in the prestigious University Preparation Program (UPP) of 2018 (UOW College Australia, n.d.). I was approached and invited to partake in a valuable work experience opportunity within the UPP program itself. My role involved offering guidance to year 12 students on HSC study techniques and skill development, as well as facilitating productive group study sessions. Additionally, I undertook the responsibility of fostering face-to-face communication with "in2to" university mentors. This involved discussing HSC-based study methodologies and grading outcomes, along with gathering insights on student thoughts and opinions regarding the potential restructuring of group study sessions. This role improved my leadership and mentoring abilities, crucial for collaborative environments.

Figure 2. Images of pages from my professional working portfolio that show my working ethic before undertaking my internships. *Carboni, N. S (2024). Professional Portfolio, [Digital Content Pages], Northern Territory Alice Springs, Australia, pp.1-12.*

Additionally, I have taken the 16Personalities test (16Personalities, n.d.), which is a widely recognised personality assessment based on the Myers-Briggs Type Indicator (MBTI). This test categorises individuals into 16 distinct personality types based on their preferences in four domains: extraversion vs. introversion, sensing vs. intuition, thinking vs. feeling, and judging vs. perceiving. I discovered that I am an ENFJ-A personality type, also known as "The Protagonist."

The ENFJ-A Personality Type

The ENFJ-A personality type, "The Protagonist," is characterised by natural leadership qualities, empathy, and strong communication skills (16Personalities, n.d.). ENFJs are known for their ability to inspire and guide others, fostering collaboration and harmony in group settings. The "A" denotes an assertive variant, indicating confidence and resilience in the face of challenges (16Personalities, n.d.).
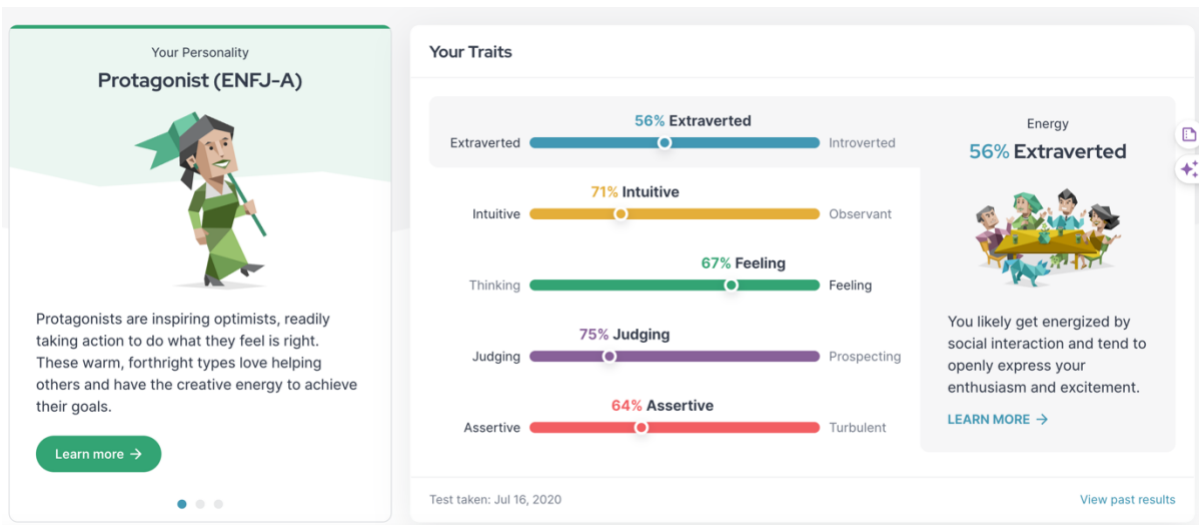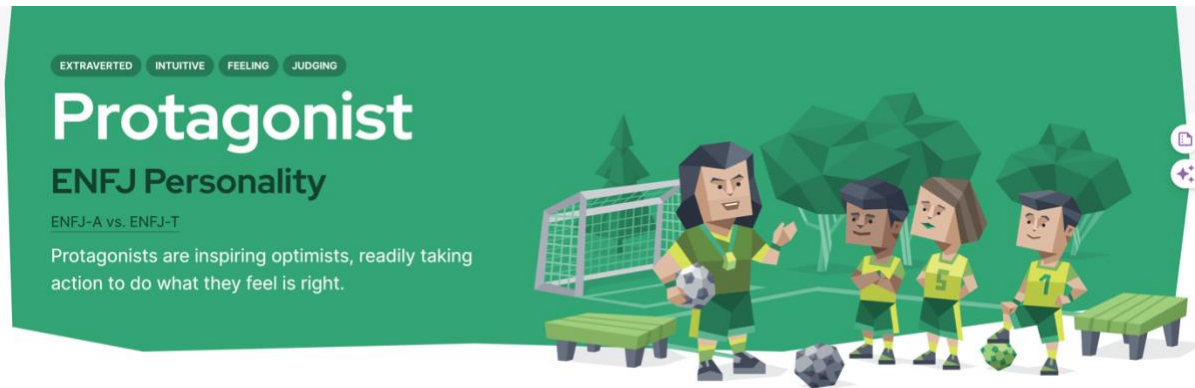
Figure 3. Screenshots of my personality results that were undertaken in 2020. These insights are important as this is the ground for understanding my personality prior to undertaking my internships. Carboni N. S (2024) Screenshot 2024-02-24 at 1.50.46 pm [Screenshot], Mac OS Sonoma Version 14.5.

Key Attributes of ENFJ-A

Strengths	Limitations
• **Leadership**: I excel in leadership roles due to my ability to see the potential in others and encourage them to reach their goals. I am often seen as a role model and am skilled at organising and motivating teams (16Personalities, n.d.). • **Empathy**: I am highly empathetic, making me adept at understanding and addressing the emotional needs of others. This trait is particularly valuable in roles that require effective interpersonal communication and relationship building (Lee, Park, Yun, Lee, & Yun, 2023). • **Communication**: I am an exceptional communicator, capable of conveying ideas clearly and persuasively. My ability to articulate thoughts and inspire others is a significant asset in any collaborative environment (16Personalities, n.d.). • **Positivity and Resilience**: My assertive nature means I approach life with confidence and optimism, which helps me to navigate and overcome obstacles effectively (Zhou, 2024).	• **Over-involvement in Others' Issues**: My strong empathy can sometimes lead to over-involvement in others' problems, causing me to neglect my own needs or become overwhelmed by the emotional burdens of others (16Personalities, n.d.). • **Conflict Avoidance**: Due to my emphasis on harmony and positive relationships, I may avoid necessary conflicts or difficult conversations, potentially allowing issues to fester and become more problematic over time (Zhou, 2024). • **Idealism**: My optimism and belief in the potential of others can sometimes lead to unrealistic expectations. This idealism may result in disappointment or frustration when reality doesn't meet my high hopes or when others don't live up to my expectations (Lee, Park, Yun, Lee, & Yun, 2023).

Table 1. This table represents traits within my personality of ENFJ-A, which holds great value for insights such as evaluation prior to undertaking my internships. (Zhou, 2024; 16Personalities, n.d; Lee, Park, Yun, Lee, & Yun, 2023).

Understanding my ENFJ-A personality type has been instrumental in preparing for my internships. It provides insights into my natural strengths and how I can leverage them to excel in various tasks and collaborative settings. Knowing that I possess strong leadership qualities, empathy, and communication skills allows me to approach my responsibilities with confidence and a strategic mindset. However, it is equally important to be aware of the potential downsides of my personality type. Over-involvement in others' issues can sometimes lead to emotional overwhelm, conflict avoidance may prevent necessary resolutions, and my idealism can result in unrealistic expectations. By recognising these challenges, I can work towards mitigating them and maintaining a balanced approach in my professional and personal interactions.

Personal and Professional Transition

I moved from Wollongong, New South Wales (NSW), to Alice Springs in the Northern Territory (NT) due to personal reasons and medical issues, a transition that turned my world upside down. However, this move coincided perfectly with the opportunity offered by Hub, which was running its first-ever internship for

MASCF in Alice Springs. This serendipitous timing allowed me to undertake two internships simultaneously, providing a unique and enriching professional experience, in person and via online means.

Sub Section A. 2: Investigation of Host Organisation, Client, or Culture

Overview and Mission

The Mparntwe Alice Springs Community Foundation (MASCF):
The Mparntwe Alice Springs Community Foundation (MASCF) is a not-for-profit organisation dedicated to strengthening the Alice Springs community in the Northern Territory (NT) for a shared positive future (Mparntwe Alice Springs Community Foundation, n.d.). The Foundation was founded in 2023 and seeks to leverage existing community resources, celebrating, supporting, and amplifying community-led action. The funds raised contribute to locally-led projects and activities, operational expenses of the Foundation, and the re-introduction of an independent and trusted local newspaper for Alice Springs through a strategic partnership aimed at highlighting and encouraging positive community engagement and conversations (Mparntwe Alice Springs Community Foundation, n.d.).

Key Objectives: MASCF
MASCF focuses on developing and refining content to foster a more positive sentiment in Alice Springs (NT) and encourage community participation and involvement. Thus, during my 12-week experience at MASCF, I will engage in various activities that include:

Scope for Initiatives	Planned Activities for Scope
• **Communications Plan Implementation**: Implementing and refining a communications plan across new media and social media platforms on behalf of the Foundation. • **Content Development**: Creating stories and content with recommendations on the most appropriate means of communication to various stakeholders. • **Website Review and Recommendations**: Review the current website and provide recommendations on design and navigation to ensure an optimised user experience (UX) (Interaction Design Foundation, 2016). • **Event Planning Support**: Supporting the planning of major fundraising and awareness events, such as one that is scheduled for September 2024.	• **Community Outreach**: Engaging with residents to gather insights and feedback on ongoing and proposed projects. • **Content Creation**: Assisting in the development of digital content to highlight MASCF's projects and their impact on the community. • **Website Optimisation**: Providing recommendations for the design and navigation of the current website to enhance user experience. • **Event Support**: Assisting in the planning and execution of major fundraising and awareness events.

Table 2. This table characterises the scope of initiatives and undertakings for my internships with the MASCF.

DeakinTalent Freelancing Hub:
The DeakinTalent Freelancing Hub (Hub) is an innovative platform that connects students with real-world projects, providing them with practical experience and the opportunity to apply their academic learning in

professional contexts (Deakin Freelancing Hub, n.d.). The Hub aims to bridge the gap between academia and industry by offering students hands-on experience with actual clients (Deakin Freelancing Hub, n.d.).

Client and Project Context
The clients of the DeakinTalent Freelancing Hub (Hub) come from various industries, including business, non-profit, and community organisations. Projects typically involve digital marketing, content creation, data analysis, and strategic planning (Deakin Freelancing Hub, n.d.). The Hub provides a supportive environment where students can collaborate with peers and mentors to deliver high-quality outcomes for their clients. Notably, the client for the DeakinTalent Freelancing Hub in this context is also the Mparntwe Alice Springs Community Foundation (MASCF). Therefore, I will work directly and indirectly with MASCF to active objectives.

Key Objectives: Hub
During my time at the DeakinTalent Freelancing Hub, I will engage in several projects that include:

- **Digital Marketing Campaigns**: Developing and executing marketing strategies for MASCF to enhance their online presence and engagement.
- **Content Creation**: Produce multimedia Plans, such as videos, blogs, and social media posts, to support MASCF's communication goals.
- **Data Analysis**: Analysing market trends and consumer data to provide actionable insights for MASCF.
- **Strategic Planning**: Assisting MASCF in developing long-term strategies for growth and sustainability

Table 3. This table characterises the scope of initiatives and undertakings for my internships with the Hub.

These projects will allow me to apply my skills in digital media and communication, gain valuable industry experience, and contribute to the success of MASCF through both direct and indirect engagement.

Both the Mparntwe Alice Springs Community Foundation and the Deakin Freelancing Hub offer unique opportunities to integrate my academic knowledge with practical application. Working with MASCF will deepen my understanding of community engagement and cultural preservation, while the Hub will enhance my skills in digital marketing and strategic planning. These experiences are invaluable for my professional development and align with my long-term career goal of becoming a proficient digital media strategist.

Section B: Journal

Throughout my 12-week internships at the MASCF and the Hub, I encountered various situations and individuals that provided significant learning opportunities. This journal documents these experiences, reflecting on how they relate to my disciplinary expertise and employability, and how my responses to these situations contributed to or diverged from my initial expectations.

Sub Section B. 1: Pathways and Understanding

Activities and Observations

Role at DeakinTalent Freelancing Hub:

My first internship role was at the DeakinTalent Freelancing Hub, where I was the only online member of the team and was assigned as the team leader. Initially, I hoped to be the client liaison due to my close relationship with MASCF, believing it would be beneficial. However, my project manager, Amy Castos, insisted on me taking the team leader role, which proved to be quite challenging at times. Leading the project remotely while the rest of the team was on-site tested my leadership and communication skills. Despite these challenges, my physical presence in Alice Springs was advantageous for MASCF, as it allowed face-to-face interactions with the board of the foundation.

Reflection Towards Skill Evaluation

This experience highlighted the importance of communication in a digital world, especially when working in mixed environments. As the only remote member, I had to ensure that communication was clear, consistent, and effective. Microsoft Teams became an indispensable tool for daily briefings (Microsoft, n.d.), and Zoom was used for weekly hub meetings and additional sessions outside of hub hours (Zoom Video Communications, n.d.). These platforms facilitated real-time communication and collaboration, enabling me to manage the team effectively despite the distance.

Leading a remote team required me to develop strong digital communication skills. I had to be proactive in ensuring that all team members were on the same page and that tasks were assigned and understood. This experience underscored the need for adaptability and the ability to lead and motivate a team in a virtual setting, skills that are increasingly valuable in today's digital workplace. Moreover, it taught me the importance of flexibility and resilience, as I had to manage different time zones, as the Hub is Melbourne time, and I am Darwin, technical issues, and varying levels of team engagement.

My role as team leader also involved coordinating between the Hub team and the MASCF. This dual responsibility was a delicate balance, as I needed to ensure that both sides were aligned and that the project's objectives were met. It provided a unique opportunity to apply my leadership skills in a practical context, reinforcing the theories and concepts I have learned during my studies such as the "trust equation model" (University of Alberta, Human Resources, Health, Safety and Environment, n.d.).

The "trust equation model," in the book "The Trust Advisor" (2000) developed by David Maister, Charles Green, and Robert Galford, is a concept that breaks down trustworthiness into four components: credibility, reliability, intimacy, and self-orientation. Credibility involves the words we speak, reliability pertains to our actions, intimacy is about the emotional security we provide, and self-orientation concerns our focus on others versus ourselves (University of Alberta, Human Resources, Health, Safety and Environment, n.d.). In my role, I had to establish credibility by demonstrating my expertise and knowledge, ensure reliability by consistently meeting deadlines and delivering quality work, build intimacy by being

approachable and supportive to my team, and maintain low self-orientation by prioritising the team's and project's needs over my own.

This experience also illustrated the importance of empathy and understanding diverse perspectives. As a team leader, I needed to be attuned to the challenges and concerns of my team members, especially since some were less experienced and required more guidance. This ability to empathise and support my team contributed to building a cohesive and motivated team environment. Understanding and applying the trust equation model in my leadership role allowed me to create a trustworthy and effective team dynamic, essential for successful project execution. See sample figures below:
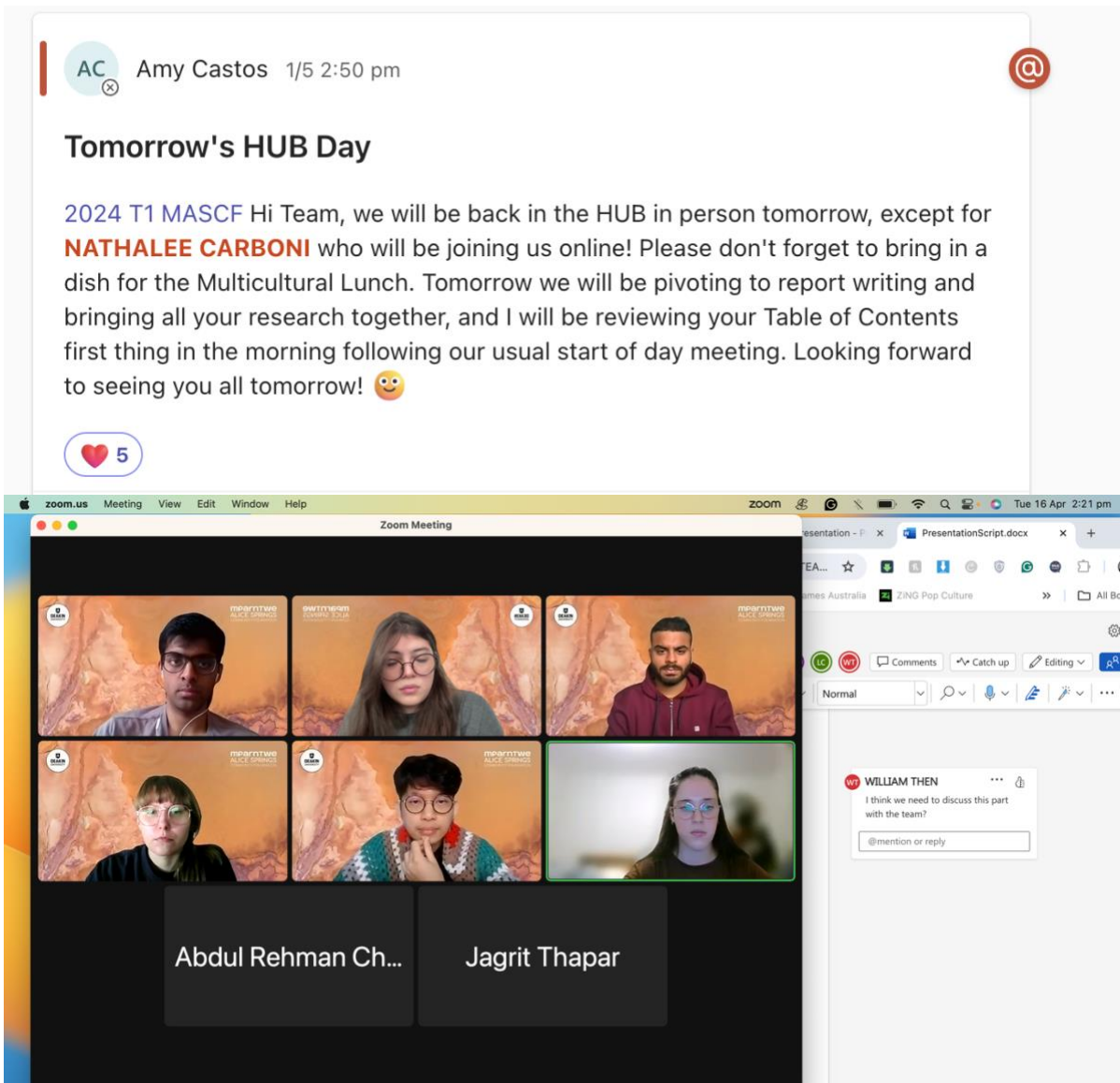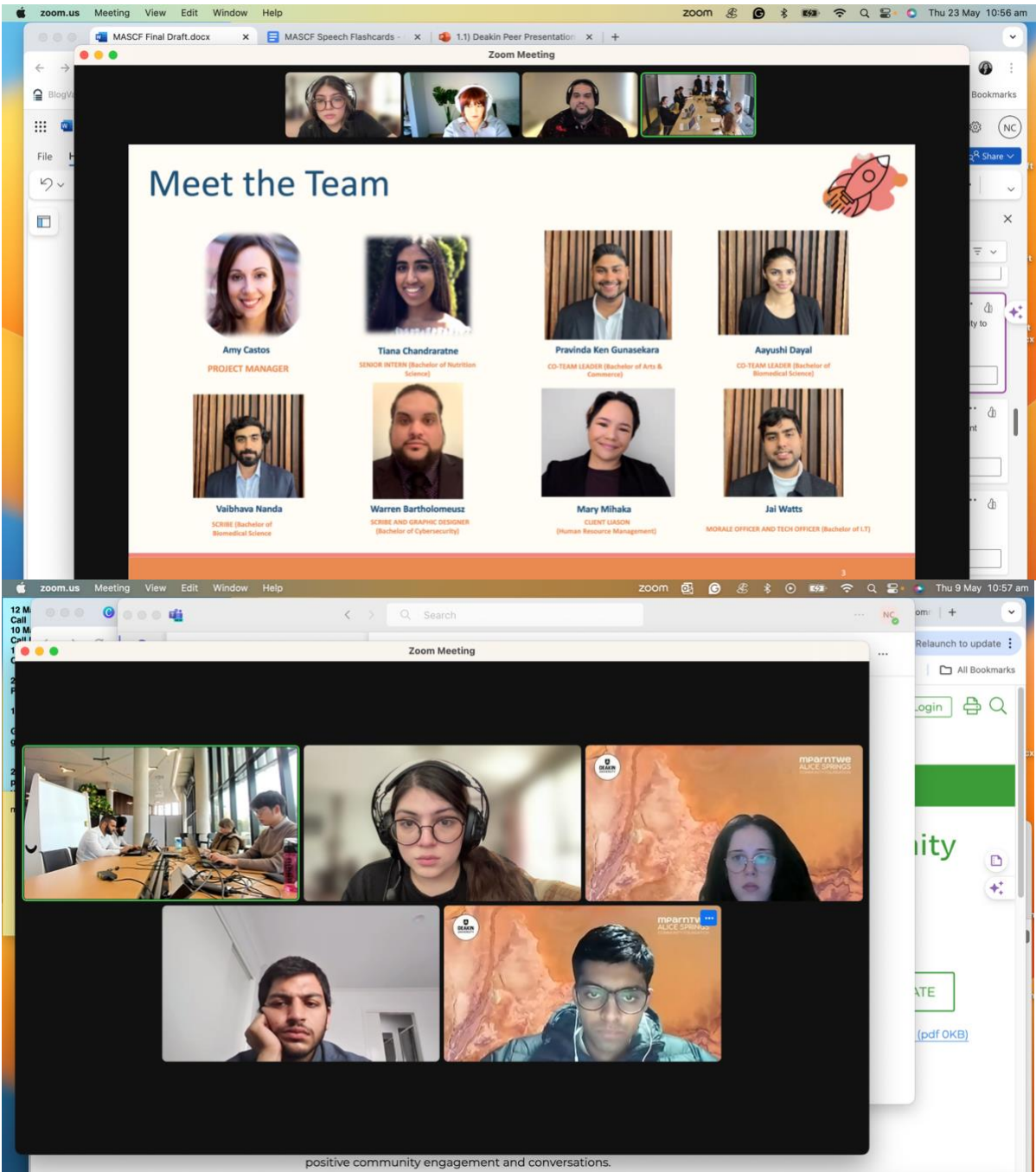
Figure 4. Screenshots of my Hub team working outside Hub days, with one example of myself being the only cloud student within the Hub team via Microsoft Teams. Carboni N. S (2024) Screenshot 2024-04-16 at 2.21.06 pm [Screenshot], Mac OS Sonoma Version 14.5. Carboni N. S (2024) Screenshot 2024-05-23 at 10.56.57 am [Screenshot], Mac OS Sonoma Version 14.5. Carboni N. S (2024) Screenshot 2024-05-9 at 10.57.21 am [Screenshot], Mac OS Sonoma Version 14.5. Carboni N. S (2024) Screenshot 2024-05-1 at 8.10.01 am [Screenshot], Mac OS Sonoma Version 14.5.
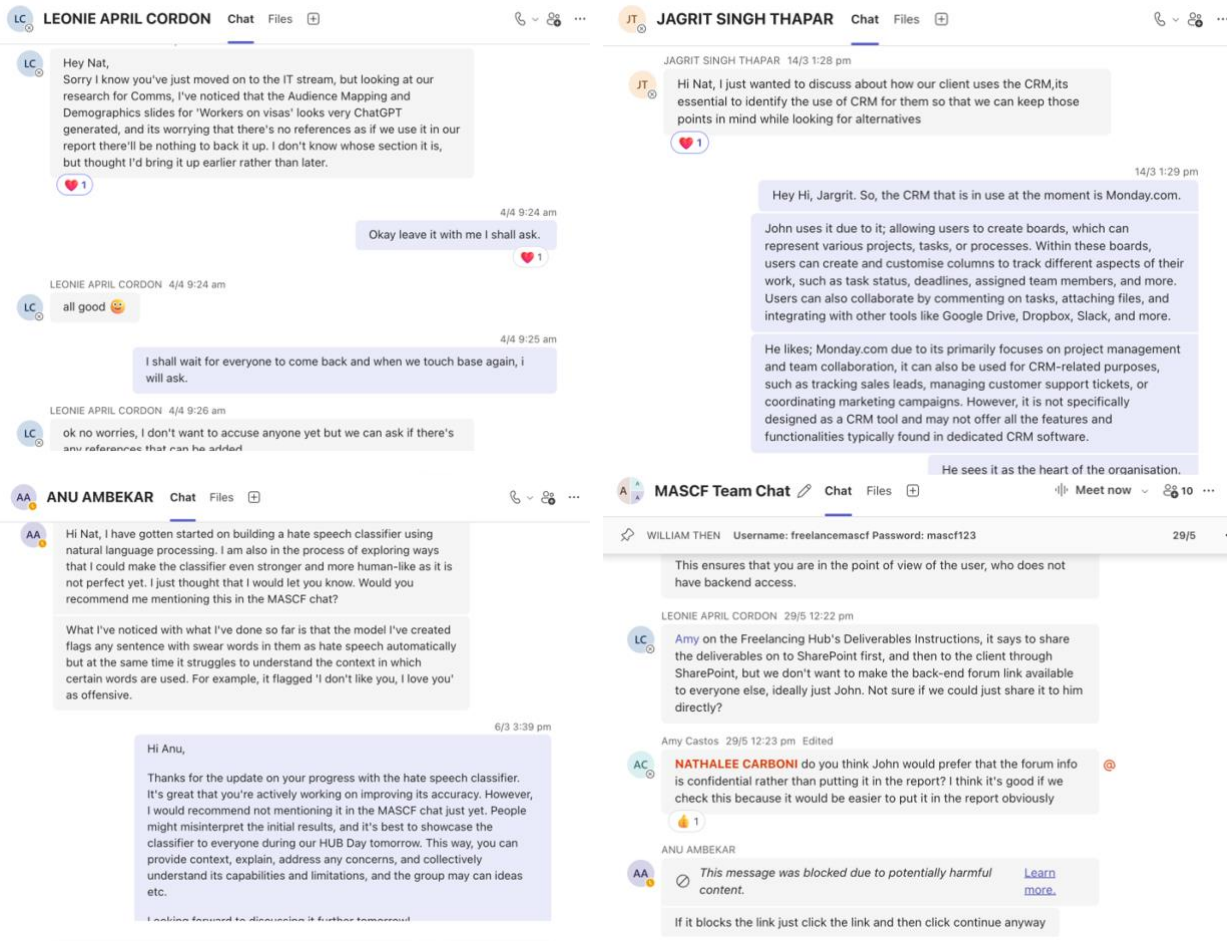
Figure 5. Screenshots of some of my Hub team members asking for guidance, help and or clarification. *Carboni N. S (2024) Screenshot 2024-04-04 at 1.06.30 pm [Screenshot], Mac OS Sonoma Version 14.5. Carboni N. S (2024) Screenshot 2024-03-14 at 9.49.05 am [Screenshot], Mac OS Sonoma Version 14.5. Carboni N. S (2024) Screenshot 2024-03-06 at 11.38.08 pm [Screenshot], Mac OS Sonoma Version 14.5. Carboni N. S (2024) Screenshot 2024-05-29 at 8.30.13 pm [Screenshot], Mac OS Sonoma Version 14.5.*

Initial Encounter with MASCF Director

Activities and Observations

My disciplinary skills were put to the test during my first meeting with John Huigen, the director of MASCF. I had reached out to him via email regarding an internship, and during our meeting at a coffee shop, he immediately put me to work. John trusted me with reviewing the foundation's "theory of change model" (Structural Learning, n.d.), which is a comprehensive description and illustration of how and why a desired change is expected to happen in a particular context. It is focused on mapping out the steps that lead to long-term goals.

By identifying the intermediate and short-term changes that need to occur along the way, a theory of change outlines the necessary conditions for achieving the ultimate objectives, which is the soul of MASCF. John also tasked me with creating marketing materials for an upcoming campaign and two events on the spot. Additionally, I was assigned to conduct market research and develop a rebranding strategy for MASCF.

This comprehensive brand strategy, which is included in this report, was a pivotal task that aimed to enhance the foundation's public image and outreach.

Reflection Towards Skill Evaluation

Working with John was a smooth process as we shared similar thought processes, making collaboration easy. I designed advertisements for the newspaper, which he reviewed and provided feedback on. This iterative process honed my skills in real time and introduced me to the practicalities of working in a fast-paced environment. This experience underscored the significance of adaptability and quick problem-solving in a professional setting. It also highlighted the importance of receiving and incorporating feedback to improve the quality of work continuously.

This encounter was pivotal in my internship as it set the tone for the rest of my experience. The immediacy of being put to work underscored the trust and responsibility placed on me, which was both daunting and exhilarating. It demonstrated the real-world expectations of professional environments, where tasks must be completed efficiently and effectively. This experience aligned with my academic learning about the importance of theory in informing practice and the need for practical skills to implement theoretical knowledge. See sample figures below and the video component for this section:
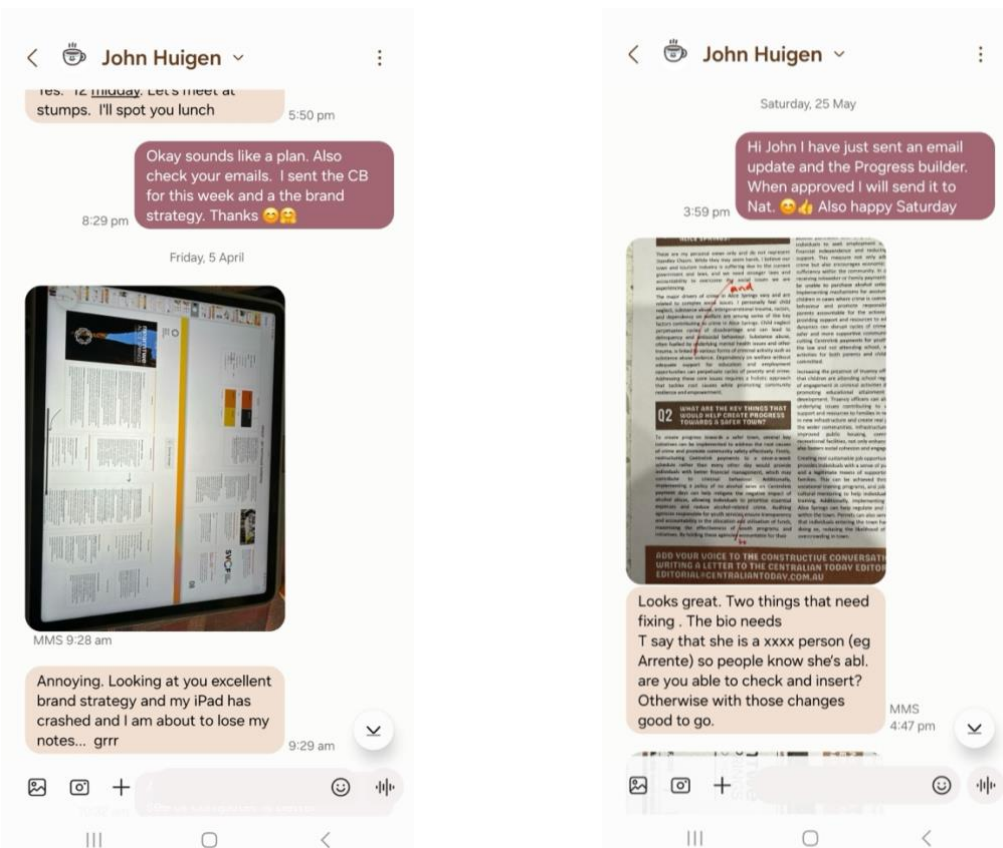
Figure 6. Screenshots of some feedback from John my mentor for the MASCF internship. Carboni N. S (2024) Screenshot 2024-04-05 at 8.41.15 pm [Screenshot], Samsung Galaxy S24. Carboni N. S (2024) Screenshot 2024-05-25 at 12.00.09 am [Screenshot], Samsung Galaxy S24.

Figure 7. A Photo of myself and the Community Foundations Australia team alongside MASCF staff for a community event that was held in the chamber of commerce at Alice Springs.

Figure 8. A Photo of the local Community at a change event at the Charles Darwin University campus at Alice Springs.

Figure 9. Photos of print advertisements I did for the MASCF and the community foundations event. These 3 advertisements were published in The Centralian Today.

Digital Skills and Time Management

Activities and Observations

My digital skills have significantly grown during this internship. Each week, I was responsible for creating a "community builder" page for the foundation, which involved contacting community members, writing, designing, and creating a one-page spread. Community builders are individuals who contribute positively to the town out of the kindness of their hearts, not for a job or monetary gain. So far, I have completed 9 pages. Additionally, I worked on another campaign called the "Building Progress Campaign," where I completed 8 pages focusing on crime and safety in the town, which required collaboration with high-profile individuals. I have also completed 3 advertisements in "The Centralian Today" newspaper totalling 20 pages in 12 weeks.

Figure 10. Photos of some of my published work for MASCF in The Centralian Today newspaper.

Figure 11. Photos of some community builders and advertisement work published for MASCF in The Centralian Today newspaper.

Figure 11. Photos of myself in The Centralian Today newspaper talking about the importance of the youth today, I was a part of this piece as I was working closely with the paper.

Reflection Towards Skill Evaluation

This task honed my ability to prioritise and manage time efficiently. Each week, I had to meet tight deadlines consistently while balancing other responsibilities. The process of coordinating with community members, gathering content, designing layouts, and ensuring everything met the foundation's standards enhanced my organisational skills. This hands-on experience in digital content creation and community engagement provided practical insights that complemented my academic learning. The ability to juggle multiple tasks and meet deadlines is crucial in any professional setting, and this experience reinforced the importance of these skills.

The "Building Progress Campaign" was particularly challenging as it involved working with high-profile individuals and addressing sensitive topics like crime and safety. This project required meticulous planning, clear communication, and a strategic approach to content creation. It provided a valuable learning experience in handling complex projects and working with diverse stakeholders.

Figure 12. A Photo of the first building progress spread, it was a 2-page edition that was published in The Centralian Today newspaper for MASCF.

Figure 13. Photos of some of the first building progress individuals, the first edition was 2 pages, and the rest of the progress campaign will be single-paged, this was published in The Centralian Today newspaper for MASCF.

Collaboration with "The Centralian Today" Newspaper

Activities and Observations

I worked closely with the team at "The Centralian Today" newspaper, particularly with Natalie Woods, the Key Account Manager. Each week, I had to submit a "proof" – a PDF version of the print page – a week early, which was a new experience for me. Natalie was instrumental in guiding me through the intricacies of print media, ensuring that I understood the nuances of layout, design, and timing. Her feedback was invaluable and helped refine my work to meet the newspaper's high standards.

I also coordinated with Phil Williams, the photojournalist, to arrange photoshoots for the newspaper spreads. Phil's expertise in capturing the essence of community stories through his lens was crucial. He provided practical advice on scheduling shoots, selecting the best angles, and ensuring that the visuals complemented the written content. His approach to storytelling through photography greatly enhanced the quality of our publications.

Reflection Towards Skill Evaluation

Working with Natalie and Phil was enlightening. Their non-stop work ethic, with no traditional 9-to-5 schedule, required me to adapt quickly. The urgency of meeting print deadlines taught me the importance of punctuality and precision. Natalie's guidance on client communication and Phil's advice on effective photography – such as not revealing the reason for a call upfront to secure community builders – proved invaluable, improving my success rate significantly. This experience highlighted the fast-paced nature of the print media industry and the need for quick thinking and adaptability.

Collaborating with "The Centralian Today" provided a widespread understanding of the print media process, from content creation to final publication. I learned the importance of detailed planning and meticulous execution to meet strict deadlines. The experience also emphasised the significance of effective communication with team members and external stakeholders to ensure that all aspects of the project were aligned and on schedule.

Challenges and Overlapping Responsibilities

Activities and Observations

One of the biggest challenges was overlapping responsibilities between my roles with MASCF and the DeakinTalent team. While I had established strong relationships with MASCF and "The Centralian Today" team, coordinating with the DeakinTalent team was more difficult. The DeakinTalent team required significant guidance, as some members struggled with report writing and meeting deadlines. Amy Castos, my project manager, often treated me as a senior intern due to my skill set. Additionally, Amy frequently asked me to conduct team evaluations for my fellow team members, adding another layer of responsibility.

Adding to these challenges were my health issues. I suffer from Hashimoto's thyroiditis and severe iron deficiency, which has led to frequent hospital visits. Managing my health while fulfilling my responsibilities was a constant struggle. Additionally, I had to drop another unit of study to focus on my two internships, adding to the pressure. At the end of the internship, we were required to produce a final report for the client, MASCF. I ended up redoing an entire section of the report on my own due to the lack of motivation from some team members. Despite these challenges, my efforts were acknowledged and appreciated by both the DeakinTalent team and my project manager, Amy.

Amy Castos — Chat Files +

Amy Castos 16/5 2:29 pm

Hi Nat, hope you had a good flight. Thanks for joining today, I think it was a very productive session. It would be great if you could send me through that feedback for Abdul as I need to send it to him by tomorrow (3 points each for strengths and areas for improvement)

👍 1

16/5 5:21 pm

Hi Amy, my plane landed not long ago. Once I am in the hotel I shall give you some points for Abdul. I think the meeting went well. But I would like to see the report. That is what the goal is. But thank you very much. 🤗

16/5 7:06 pm **IMPORTANT**

❗ Hi Amy,

Abuel's Strengths

1. **Completes Assigned Tasks**: Abuel can acceptably complete assigned tasks. While he may lack motivation, he reliably does what is asked of him, ensuring that essential duties are performed.

2. **Soft-Spoken and Friendly**: Abuel is soft-spoken and polite, and he engages in friendly conversations with others. His approachable

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Amy Castos — Chat Files +

with the team.

Anu's Summary:

Strengths:

- Very friendly, funny, and has a strong sense of leadership.
- Adaptable between both the IT and Forum streams.
- Excellent at actively asking questions and facilitating clarity in group discussions.

Areas for Improvement:

- Needs to improve technical jargon in writing and speaking, as his passion for it may not be universally understood.
- Should take notes when performing independent tasks to maintain a clear record of work for the whole group.

❤️ 1

Amy Castos 10/4 2:20 pm

This is awesome feedback, thanks so much Nat! See you tomorrow (at a much more friendly time for you!) 😊

❤️ 1

10/4 3:25 pm

Amy Castos — Chat Files +

Hi Amy below are the (4) summaries/ Thanks Nat 😊 :

Jagrit's Summary:
Strengths:

- Completes work on time.
- Effective at independent working.
- Demonstrates strong problem-solving skills.

Areas for Improvement:

- Not very communicative.
- Has been late a couple of times without informing the team leader (Nat), project manager (Amy), or senior intern (T).
- Also was late to the last client meeting, thus need to ensure consistency in meeting deadlines and time commitments.

Bipan's Summary:
Strengths:

- Courteous and polite.
- Works effectively in both large and small groups.
- Passionate about his team and project.
- Has a fun personality that blends well with the team dynamic.

Areas for Improvement:

Amy Castos — Chat Files +

consistency in meeting deadlines and time commitments.

Bipan's Summary:
Strengths:

- Courteous and polite.
- Works effectively in both large and small groups.
- Passionate about his team and project.
- Has a fun personality that blends well with the team dynamic.

Areas for Improvement:

- Sometimes lacks clarity in communication, requiring clarification of tasks frequently.
- Can be a bit soft-spoken, which may hinder effective communication, particularly when clarification is needed.

Abdul's Summary:
Strengths:

- Wonderful at completing requested tasks as the group's scribe.
- Creates documents and folders effectively and quickly when asked.
- Maintains a quiet demeanour, ensuring a steady workload; however, periodic check-ins on workload are beneficial.

Areas for Improvement:

Amy Castos — Chat Files +

28 May

28/5 3:00 am

Hi Amy here is the report 😊 . This is the best we will get it.

📄 MASCF Report 1.docx

Amy Castos 28/5 9:35 pm

Hi Nat, thanks again for everything and great to meet you in person today! I've gone through the report, a couple of comments and some formatting fixes. I will also post in the Team chat so you guys can address these asap so Leonie can send the report tomorrow.

👍 1

28/5 9:43 pm

Amy Castos 28/05/2024, 9:35 pm
Hi Nat, thanks again for everything and great to meet you in person today! I've gone through the report, a couple of comments and...

Hi Amy, wow what a wonderful surprise. Thank you for reviewing the report. Also yes ot was a pleasure to meet you today. Thank you very much for the help.

Amy Castos — Chat Files +

Amy Castos 27/5 9:46 pm

OMG Nat, the CRM section is a million times better! Thank you so much for your efforts. I don't know what the team would have done without you! There are a few American z's peppered throughout but otherwise great. 😍

👍 1

27/5 9:58 pm

Amy Castos 27/05/2024, 9:46 pm
OMG Nat, the CRM section is a million times better! Thank you so much for your efforts. I don't know what the team would have do...

Alright that's good I will review the report in that doc and finalise and change Americanisation's. Thanks Amy ☺️

28 May

28/5 3:00 am

Hi Amy here is the report 😊 . This is the best we will get it.

📄 MASCF Report 1.docx

Amy Castos 28/5 9:35 pm

Design Process and Creative Development

Activities and Observations

In addition to my leadership and coordination roles, I engaged deeply in the design process for various projects. Drawing on methodologies taught in my university studies such as design skills, and marketing ethics. I followed a structured approach to creating marketing materials and other visual content for MASCF. This process involved initial brainstorming and sketching on traditional paper to conceptualise ideas. Once a clear direction was established, I transitioned to digital drafts using tools such as Canva and Adobe Creative Suite. These drafts were refined through multiple iterations based on feedback from John, culminating in final proofs ready for publication.
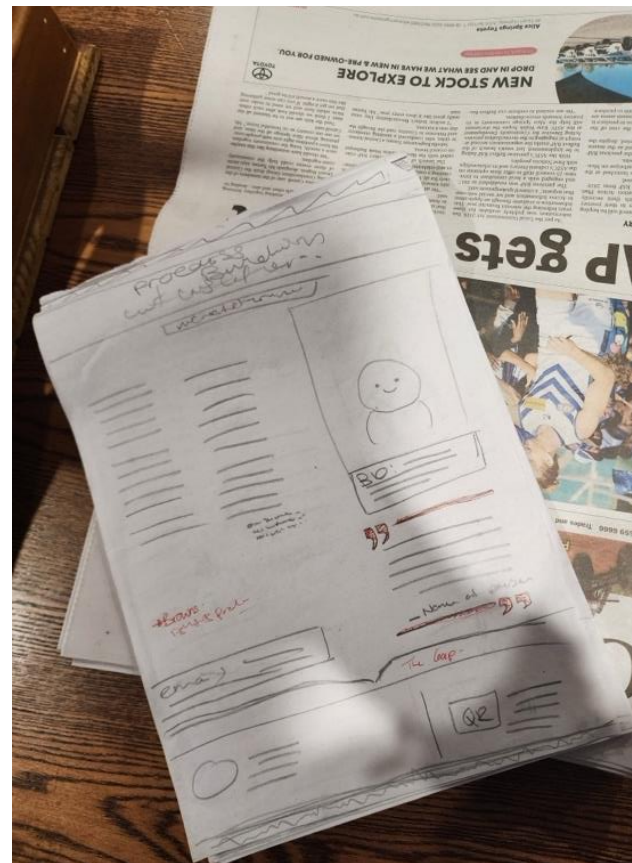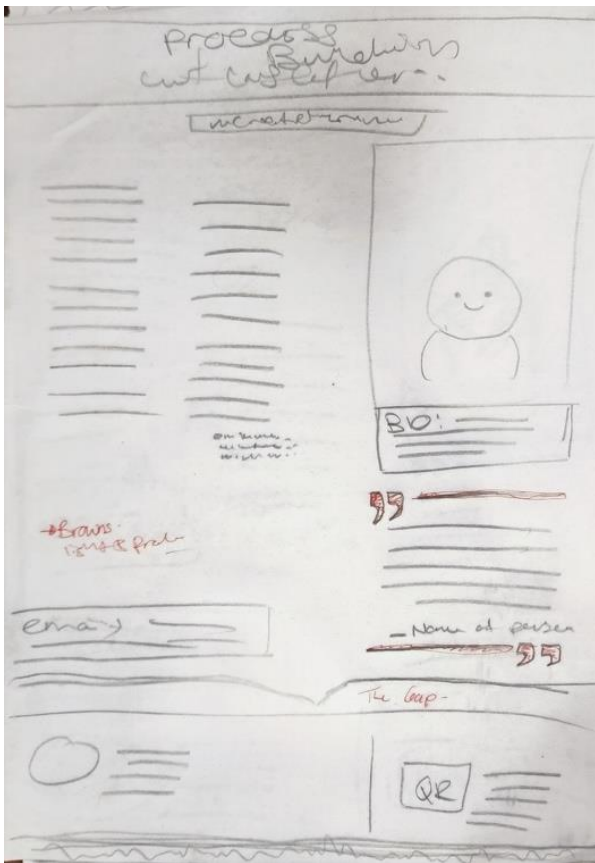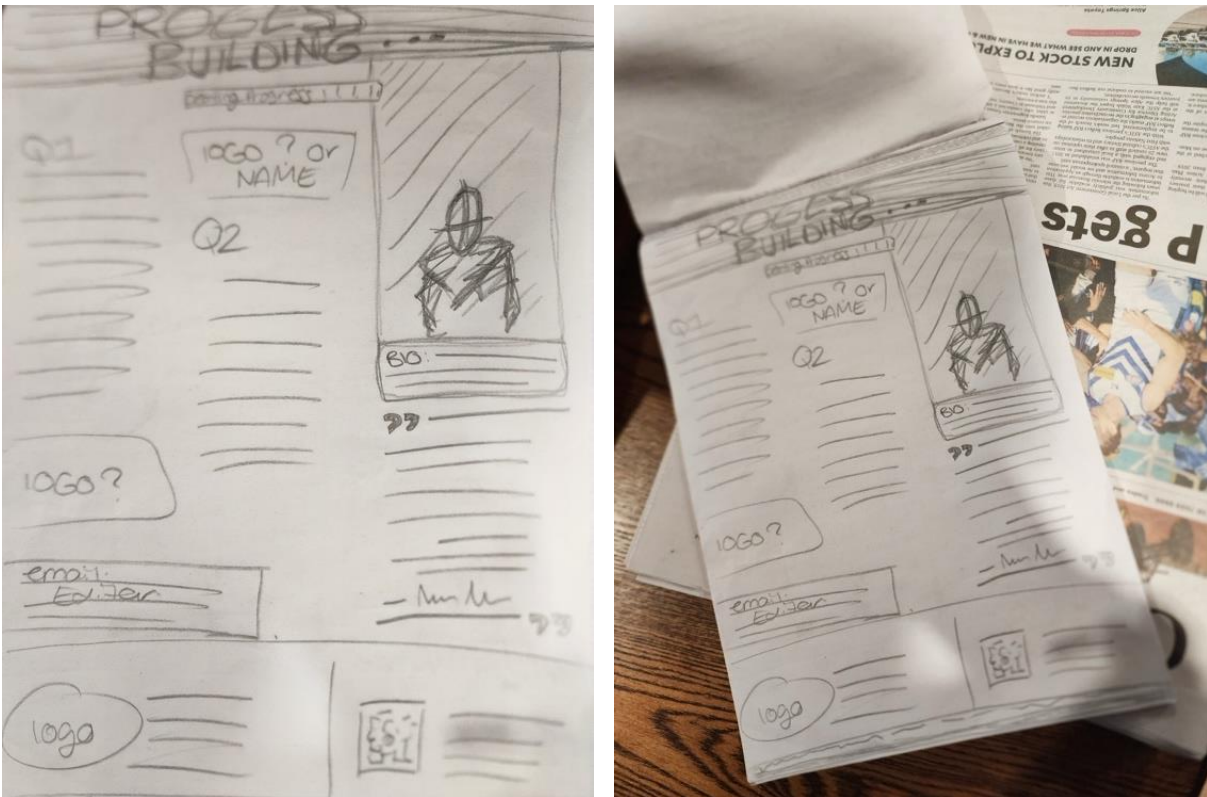
Figure 15. Photos of some drawn examples of the building progress's beginning look, before I went to digital design work.

Reflection Towards Skill Evaluation

The design process was a critical aspect of my internship, allowing me to apply theoretical knowledge in a practical context. Creating designs from client briefs, developing initial sketches, and refining digital drafts based on client feedback mirrored the workflows I studied in my coursework. This hands-on experience not only improved my technical skills but also enhanced my ability to communicate effectively with clients and incorporate their vision into the final product. The iterative nature of the design process underscored the importance of adaptability and continuous improvement, key competencies in the creative industry.

Section C: Post-Experience Report

Upon completing my 12-week internships at MASCF and DeakinTalent Freelancing Hub, I developed key competencies for working with diverse people. This report reflects on my skills, explores growth opportunities, and connects disciplinary expertise to practical experiences.

Understanding Growth

Effective Communication
Clear communication was vital for coordinating with both the MASCF and Hub teams. Tools like Microsoft Teams, Zoom, Gmail Suite, and Outlook facilitated daily briefings and meetings, ensuring clear and consistent communication. This approach helped maintain alignment and productivity despite the challenges of remote collaboration. The process of communication is a crucial tool that must be learned and practised effectively. Effective communication involves more than just exchanging information; it requires understanding the emotions and intentions behind the information (Ellison, 2015). In my internships, I had to communicate with people from diverse backgrounds, which necessitated listening to understand rather than to argue.

Aristotle's principles of persuasive communication (Demirdöğen, 2010), which include ethos (credibility), pathos (emotional appeal), and logos (logical argument), were particularly relevant to my internship (Floyd-Lapp, 2014). By employing these principles, I ensured that my communication was not only clear but also compelling and respectful. For example, when presenting our project progress to MASCF, I used logos to present data and logical arguments, pathos to connect emotionally with the audience, and ethos to establish credibility and trust.

Furthermore, the importance of listening to listen, as opposed to listening to respond (Bodie 2018), was a key lesson. Active listening involves paying full attention to the speaker, understanding their message, responding thoughtfully, and remembering the discussion. This was especially important when dealing with clients and team members, as it helped build trust and rapport.

During my internships, I had to call, text, and email clients from different backgrounds, which required adapting my communication style to suit each context. Whether it was coordinating with Natalie Woods at "The Centralian Today" arranging photoshoots with Phil Williams, or even talking to community client members, effective communication was essential for ensuring that everyone was on the same page and that the projects progressed smoothly.

In summary, effective communication is not just about conveying a message but also about ensuring that the message is understood as intended. It is a skill that involves empathy, active listening, and the ability to adapt to different communication styles and contexts. This skill was crucial in my internships and will continue to be important in my future career, and my personal life.

My Mindset and Philosophical Influence

Zen and Enlightenment
The teachings of Zen and Enlightenment have profoundly influenced my mindset. The quote from Miyamoto Musashi, "The price of Zen is essentially personal. Enlightenment in Zen does not mean a change

in behavior, but a realization of the nature of ordinary life" (2018, p.19), resonates deeply with me. This philosophy emphasises that true understanding and enlightenment come from recognising the profound within the mundane, which has been a guiding principle in my personal and professional life.

Laozi's teaching from the "Tao Te Ching," "Knowing others is intelligence; knowing yourself is true wisdom. Mastering others is strength; mastering yourself is true power" (2017, p.33), the meaning is that when you know yourself well, you will know others when you master yourself, you will not master others, this is underscoring the importance of self-awareness and personal growth as if you grow others will grow with you. Thus, these teachings have taught me that the key to effective leadership and personal success lies in understanding oneself and maintaining a balanced, reflective approach to life's challenges.

During my internships, these principles were invaluable. For instance, when faced with tight deadlines and high expectations for the "Building Progress Campaign," or the "Community Builders", initiative, creating a website for the MASCF myself, while writing a full section of the report on my own, and managing a team of eight people simultaneously, I relied on the principles of Zen to stay focused and calm. As Yamamoto Tsunetomo states "Singlemindedness is all-powerful" (2018, p.67), this statement highlights the immense strength and effectiveness of focusing entirely on a single goal or task, instead of over-pushing your mind, thus emphasising the value of dedication and unwavering focus. This mindset allowed me to navigate stressful situations with clarity and composure, ultimately leading to more effective problem-solving and decision-making.

Understanding and applying these teachings in a professional context also highlighted the importance of emotional intelligence. By recognising and managing my own emotions, I was better equipped to understand and support my colleagues, fostering a collaborative and productive work environment. This approach not only enhanced my effectiveness as a leader but also contributed to a positive and inclusive team culture, which is essential for achieving organisational goals.

The emphasis on personal growth and "self-mastery" helped me develop resilience and adaptability, crucial traits for managing complex projects and diverse teams. No matter how tired, sick, or sore I was, I had to put my feelings aside and be friendly, kind, and quick. True leadership, as I have learned, involves being empathetic and supportive, regardless of personal circumstances. This means treating everyone with respect and understanding and valuing the power of working together. A leader is no better than their team, and fostering an environment of mutual support and collaboration always leads to better outcomes.

Ikigai and Purpose
The "Ikigai" introduces the concept of finding one's purpose through the convergence of passion, mission, vocation, and profession (García & Miralles, 2017). This idea has been instrumental in shaping my career path, as I strive to align my work with my personal passions and societal contributions. My engagement with diverse media projects, from print production to digital content creation, reflects my pursuit of meaningful and impactful work (García & Miralles, 2017, p.12).

My internships allowed me to explore this concept further in a real-world setting. For example, working on the community builder pages for MASCF involved connecting with individuals who are making a positive impact in their communities. These experiences reinforced my commitment to pursuing a career that aligns with my values and contributes to the greater good. This alignment with my ikigai has provided me with a sense of fulfilment and motivation in my professional endeavours, which are more philanthropic in nature compared to an apathetic work culture and purpose. These experiences were deeply fulfilling and motivated me to strive for excellence in my work.
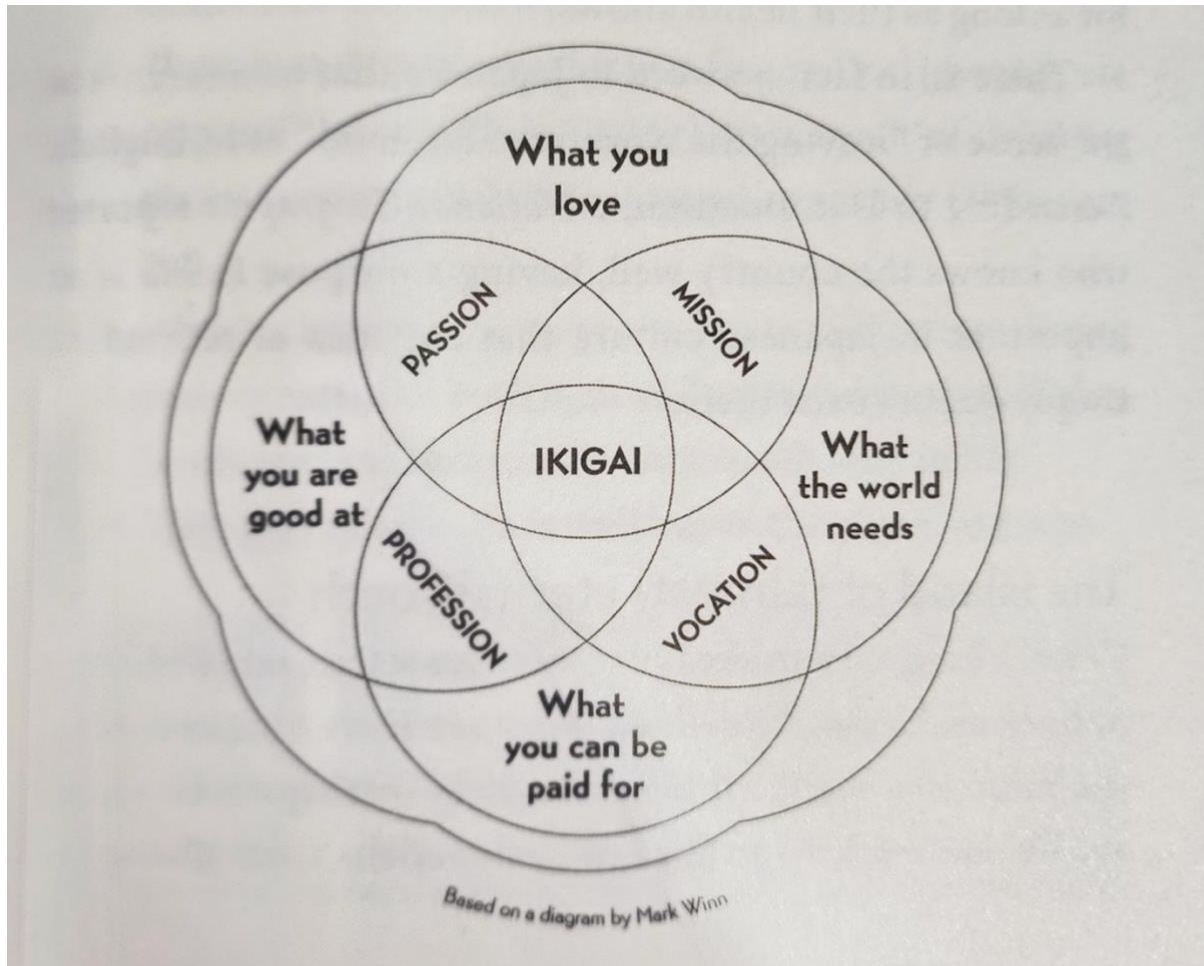
Figure 15. A photo I took on page 12 of the ikigai by García & Miralles, 2017, this is very important to note in my report as this was my mental building block for my ideals for the future, purpose and life.

Future Implications and Personal Insights

The experience of working at MASCF and the DeakinTalent Freelancing Hub has significantly shaped my future career aspirations. While the non-traditional work hours were initially challenging, they taught me the value of flexibility and adaptability. However, I also recognised the need for a sustainable work-life balance, especially given my health issues. This realisation was a critical turning point. Understanding that my current work ethic might not be sustainable long-term prompted me to consider alternative career paths that align with my values and provide a balanced lifestyle.

Discussing my career aspirations with my unit chair, Dr Ross Chapman, provided valuable insights. He suggested leveraging my existing skills in commerce and communications rather than starting anew in a different field like psychology. This advice helped me focus on finding a career path that aligns with my strengths and passions.

One potential path is coaching, which aligns with my leadership and communication skills. Coaching allows me to guide others to success, providing a fulfilling and impactful career. Another possibility is

pursuing a master's in counselling and psychotherapy, which would satisfy my desire to help people while equipping me with valuable organisational management skills in company settings.

Additionally, I have considered a future in academia. I enjoy research, learning, and sharing knowledge, and the idea of making a career as a lecturer in communications and its links to psychoanalysis on society, mind, place, etc of people is something that pushes my ikigai, it is a very appealing option. This role would allow me to stay engaged with the latest developments in my field and mentor the next generation of professionals.

Currently, this experience has offered some opportunities, as I have been offered a position at MASCF as a Communications Specialist and Support Associate, and another position offer for a design communications position at Alice Village, part of the Outback Parks & Lodges in the NT. I was also offered a position as a Senior intern at the DeakinTalent Freelancing Hub by my project Manager Amy, when I went to Melbourne for final presentations. These opportunities reaffirm that I am on the right path, and I am excited to continue growing and contributing to meaningful projects.

In conclusion, the internships at MASCF and the DeakinTalent Freelancing Hub have been transformative, providing practical experience and deep insights into my professional and personal development. The skills and knowledge I have gained, along with the challenges I have overcome, have prepared me for a successful career. Moving forward, I am committed to applying these lessons, continuing my growth, and exploring new opportunities that align with my passion and strengths. By integrating the principles of Zen and enlightenment literature into my professional and personal journey, I aim to achieve a balanced, purposeful, and fulfilling life.

Figure 16. Photos of myself in Melbourne at Deakin Downtown on final presentation day with my team and project manager.

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