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Task 2

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Introduction

This is a portfolio that demonstrates my personal brand, employability skills and identity as an employee in health and social care. It is about my strengths, growth areas, communication, and my career aspirations. The portfolio also demonstrates the ways in which I can enhance my working image and prepare myself for employment for a sustained career in a care setting.

Knowledge and Understanding of Employability Skills

Employability is important because although you may qualify, this does not necessarily mean that you will have a job to take up. To demonstrate to employers my abilities, behaviours and attitudes needed for professional practice. I have some strengths, like being good at working in a team, managing time, simple digital skills, being empathetic and having a desire to learn. These skills will support me to be effective in my work with colleagues, service users and families.

Skills, self-confidence, reflection and career development learning are all considered to be employability skills by (Agnihotri et al., 2022). I get an appreciation of employability skills not being just one thing. It's a mixture of individual characteristics and business skills. My best quality is reliability, as I would like to achieve deadlines and take responsibility for my learning. I think that's one of my assets; I try to understand the situation and the feelings of others before judging them, that's the way I try to be.

But I still need to work on my leadership, interview and professional networking skills. According to Lilik Nuzilawati, 2025, career management skills are crucial graduate qualities as they assist individuals in managing their careers. So now I am going to have to take responsibility for my future, rather than wait for opportunities to be presented to me. I will make my CV more appealing and will take a short training to work on my skills and gain practise in interview questions, as well as gain work experience. These will assist me in identifying my skills and match these to the expectations of health and social care employers.

Professional Identity in Health and Social Care

Professional identity – the way I see myself as a future health and social care worker. I have my values, behaviours, responsibilities and the standards that I want to observe. Respect, confidentiality, compassion, accountability and equality, in my opinion, form a solid basis for a strong professional identity. These values are relevant as health and social care professionals will deal with vulnerable and/or difficult scenarios.

The Health and Care Professions Council (2024) provide guidance for professionals to communicate appropriately, work within their limits and promote the well-being of service users. This is significant to my personal brand because I want people to see my brand and believe that I am practising safely and responsibly. I should not only say, but I am also caring, rather I should demonstrate it in my actions, my words and decision making. This is also emphasised by the Nursing and Midwifery Council (NMC) (2018) in the aim of prioritising people, practising effectively and keeping safe. These principles are useful even if I do not

end up a nurse; they are principles of care which are reflected throughout the care environment.

I'm still figuring out what my role is within the professional field. I am getting to understand what it's like to be professional - consistently, respectfully and reflectively, even when it's tough. I want them to know that I can be trusted and that I'm not going to get upset. I will keep finding out more about person-centred care, safeguarding, communication and equality, to reinforce this identity. This will enable me to be better prepared for a future career in health and social care.

Communication and Teamwork Reflection will be completed by the end of the unit.

The ability to communicate is a very important skill in health and social care. Effective communication enables workers to know what needs to be done for the service users, avoid errors and gain their trust. I think that I treat others with respect and listen well, but I can be more confident in my speaking when talking formally to others. With future care work, I will need to communicate with service user(s), families, managers and other professionals. Thus, I will have to adapt my mode of communication to suit the circumstances.

As outlined by Bennett & Ananthram, 2021, person-centred care goes beyond knowing what the matter with patients is and involves knowing what matters for patients. It is a clear indication that communication is not just about imparting information. It requires listening, empathy and working together to make decisions. Römgens et al., (2020) also mentions that person-centred care reinforces the dignity, involvement and respect that are also desired. These are the types of concepts I believe are crucial to my own brand because I want to be seen as someone who doesn't "shut up" when they're talking and respects each person as a unique individual.

Teamwork is also a factor, as health and social care are provided by different people who work together. I prefer to work in a team as I value others' viewpoints and endeavour to give a fair contribution. But at times, I do not take the lead and feel apprehensive about making wrong steps. I will seek assistance from group members and tutors, and will speak more in group tasks to improve. This will give me more confidence and make me more effective when working in future professional teams.

Resilience and Professional Behaviour

Resilience is the ability to deal with stress, grow from challenges and improve. For health and social care, resilience is important as the care provider is likely to encounter challenging situations emotionally, and the workload and needs of the service user may be complex. I believe that I am 'resilient' because I keep on going when things are tough. I get a bit stressed, though, if several deadlines are simultaneous. This indicates that I need to be better prepared to plan and take care of myself.

NHS England (2020) has identified the need to prioritise the health and well-being of the NHS workforce. This is so important as professionals can't be of any help if they don't take care of themselves. I need to learn to manage stress in healthy ways, including planning, taking breaks, seeking assistance and reflecting on the stress. Resilience is not pretending that it's OK. It should involve identifying pressure and acting professionally.

It's also important for the professional behaviour that constitutes punctuality, confidentiality, respectful communication and accountability. The three factors of skills, identity and labour-market expectations are important in shaping employability, according to Römgens et al., (2020). This enables me to appreciate that employers value more than just knowledge and understanding from school. The other key qualities they are seeking are maturity, commitment and professionalism. I will develop resilience and take feedback on board positively and consider mistakes as learning opportunities. This will make me more valuable in the eyes of employers as they appreciate and respect individuals who are able to stay professional when in pressure situations.

Career Goal and specific opportunity

I would like to work in the health and social care industry in a job where I can have a direct impact and help others to achieve their best possible outcomes in relation to their wellbeing. A career that I could go into in the future is working as a Health Care Assistant, Support Worker or Care Coordinator. Communication skills, empathy, teamwork, service user confidentiality and respect are sought-after attributes of these roles. They must be patient as well as adhere to professional standards.

Tomlinson (2017) suggests the concept of graduate employability can be defined in various ways, such as human capital, social capital, cultural and identity capital. It gets me to hone in

on my calling to a defined career goal. I need manpower, like skills and knowledge. Social capital is also important to me – networks, references. I think identity capital is also significant, as I need to be taken seriously and work ethically as a future care provider.

I want to be known for my compassion, reliability and continuous learning, which are all aspects of my personal brand that are fitting for a career direction such as this. I'm still not as qualified as I'd like to be as a candidate, though, due to my lack of hands-on experience. Will seek out opportunities to volunteer, short-term placement experience or short courses in placement where possible. I will also enhance my CV with the transferable skills of working as part of a team, communication and responsibility. These activities will enable me to progress towards and demonstrate my understanding of the expectations for health and social care work towards my dream job.

Advancing My Professional Brand Name

I cannot go around bragging about my strengths; I must showcase them professionally and responsibly as part of my brand. This involves enhancing my CV, interview techniques, building up my online profile and obtaining relevant experience. Online personal branding opens up opportunities but can also pose difficulties due to people having to regulate how they appear online, Healy et al., 2020 explain. It will mean that I need to be cautious about the image that I present online.

I can use LinkedIn to communicate my learning, abilities, volunteering and career goals. But I do need to make sure that my profile is accurate, appropriate and is fit for health and social care providers. Ahmed et al., 2022 demonstrate that younger generations are using social media extensively, with implications for professional opportunities; digital identity could affect these. So, I ought to dissociate myself from non-work activities online and from professional identity. I should also refrain from posting anything that might compromise trust and professionalism.

When strategic personal branding is clear, it may have professional benefits when understood and applied by Lilik Nuzilawati, (2025). This is my message to employers through my CV, online profile, and in my interview responses – I'm caring, reliable and ready to develop. Self-branding can be too much of a marketing tool, so I have to be careful not to present myself as something that I am not or something more than I am," Whitmer (2019) cautions. What I want to say about my brand should be real and relate to real values – not pretty words.

Self-assessment task: Personal Development Action Plan

This portfolio has made me realise that creating and developing a personal brand is a reflective, planning and action process. I now realise that a job is not the only thing that is important in my employability. It's about being the kind of practitioner who is going to make a positive difference to health and social care practice. My personal development plan will enable me to enhance the aspects which are most crucial for my future profession.

Development goal	**Action**	**Timeframe**	**Evidence of progress**
Improve confidence	Practise presentations and interview answers	3 months	Tutor and peer feedback
Gain experience	Apply for volunteering in a care-related setting	6 months	Volunteer confirmation or reference
Improve CV	Update CV with skills, education and career aim	1 month	Completed CV
Build a digital brand	Create or improve your LinkedIn profile	2 months	Professional online profile
Strengthen care knowledge	Complete short courses on safeguarding and communication	6 months	Certificates

This action plan will aid me on my way from reflection to effective improvement. It will also make it easier for me to demonstrate to employers that I take initiative and am dedicated to learning. The first thing I want to get is experience, which is going to make my personal brand more credible. There's also a need to keep enhancing my communication and confidence skills. Overall, my own personal brand should convey that I am not just seeking a job but am getting ready to practice health and social care as a responsible, ethical, and person-centred worker.

Conclusion

In conclusion, this portfolio has increased my awareness of the need for self-awareness, reflection, and ongoing development to be a successful person brander. I need to be more confident, experienced and professional in my communications. I can be more effective when I work on these to build a professional image that is based on care, respect and reliability to the employer.

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