



UNIVERSITY OF WALES
**Trinity Saint David
London**

Program: BSc (Hons) Health and Social care

Module: Changemakers: Building your personal brand for sustainable employment

Module code: BMHP5015

Lecturer's Name: Ogo Agunenyne

Name: Joyce Opoku-Baah

Student Number: 2021934

Introduction

In the current job market, developing a personal brand is becoming more essential for securing long-term employment. A personal brand is the distinct set of abilities, experiences, and beliefs that a person brings to the place of employment, and it may be a strong tool for showing value and distinguishing oneself from others in the job market (Gujarathi & Kulkarni, 2018). Therefore, in building a personal brand, personal employability skills are essential tools.

Personal employability skills are a collection of traits, characteristics, and talents that an individual must possess and use to gain work, sustain success in careers, and growth in professions (Bakar, et al., 2007). The skills are sometimes referred to as people skills, soft skills, or transferrable talents. Also, the skill includes critical

thinking, flexibility, effective communication, self-awareness, leadership, problem-solving, teamwork, time management, networking, initiative, creativity, and constant learning. These abilities are required for individuals to interact with colleagues and clients, adjust to changes and obstacles, succeed in the workplace, and grow in their professions (Bailey, 2003).

Furthermore, personal employability abilities are not limited to a single business or profession but are transferable across several disciplines and employment functions. They are also complementary to technical or hard skills, which are industry-specific and essential for effective work performance. However, in building a personal brand in a simulated or real environment, technical and personal employability skills are required.

Learning points from completing each aspect of the module

The Changemakers: Building a Personal Brand for Sustainable Employment” is intended to assist individuals in developing a personal brand that is consistent with their beliefs, talents, and professional goals to establish a sustainable employment brand in a simulated or real-world context.

Aspect from Unit 1 (Brand You)

In this unit, we explore the importance of building a distinctive identity and image for ourselves, both online and offline, which reflect our skills, values, and personalities. The idea is to create a personal brand that sets a person apart from other job seekers (Westerman, 2014). Individuals must be consistent and authentic to build a personal brand, which implies consistency in their online and professional interactions. Building a personal brand requires consistency and authenticity. (Preece & Kerrigan, 2015) Personal brands should reflect the consistency of the individual's personality across all online and professional interactions. As part of the unit, individuals should recognize and effectively communicate their distinct abilities, experiences, and beliefs to others so that they can develop a distinctive brand for themselves. A personal branding strategy can also help individuals differentiate themselves from the competition in the job market (Cooper, 1989). A portfolio of work

is a powerful tool for displaying talents, establishing a compelling elevator pitch, and creating a professional online presence. Practical recommendations are also included on building an effective personal brand that separates oneself from competitors and understands its importance.

Aspect from Unit 2 (It's a Small World)

The unit emphasizes the necessity of networking and connection development to increase one's professional network and boost one's brand. The unit shows that networking and connection development are important for the expansion of a professional network and the building of a personal brand. Also, the unit highlights the significance of networking for personal and professional development. It also emphasizes the importance of personal relationships for employment prospects and the need of developing a strong professional network for career success(Nardi, 2017).

Similarly, the unit offers practical advice on how to grow one's network, such as linking with professional organisations, attending business events, and communicating with others on social media. It also implies that individuals should be proactive in their search for networking opportunities and be prepared to put themselves out there to build new contacts(Schiuma, 2010). Additionally, the unit is in line with the social network theory which noted that individuals are linked to others through a network of social ties, and these relationships can be beneficial in accomplishing personal and professional goals. Individuals may expand their access to job prospects, information, and resources by developing and fostering their professional network.

Individuals should also maintain and nurture their professional networks over time, as highlighted in the unit. To maintain contact with their connections, provide value to those in their network, and be open to new opportunities, people must be proactive (Rescher, 2014). Maintaining and cultivating a professional network also involves providing value to those in the network, staying in touch, and being open to the possibilities that arise from relationships.

Aspect from Unit 3 (Opportunity Knocks)

The unit emphasizes the significance of continual professional growth and learning in securing long-term employment. It highlights the idea that the labour market constantly shifts and that individuals must keep current on industry trends and learn new skills to be competitive in their areas. Similarly, the unit stated that long-term employment necessitates a desire to learn and adapt. Individuals should therefore be proactive in finding new chances for learning and progress, as well as receptive to feedback and constructive criticism(Pfelffer, 1998).

Furthermore, the unit offers practical guidance on continued professional development, such as pursuing mentoring and coaching opportunities, attending training and certification programs, and staying up to date on industry news and trends. It also underlines the significance of individuals being proactive in their job search and career management. It implies that individuals should take charge of their job trajectories and be prepared to make adjustments as needed to attain their objectives(Hargreaves & Page, 2013).

Moreover, the unit reflects the career construction theory, which states that individuals may actively shape their professional pathways by searching out new possibilities for growth and development, engaging in continuous self-reflection, and adjusting to changing circumstances. Individuals may develop sustainable and meaningful

professions by taking responsibility for their professional pathways and making deliberate decisions(Savickas, 2005).

Furthermore, the unit emphasized the notion that long-term work necessitates continual effort and dedication. Individuals must thus be ready to put in the effort to expand their networks, learn new talents, and polish their brands over time. Also, workers undertaking professional growth and learning will be able to acquire sustainable employment, allowing them to remain competitive in the work market if they follow the practical suggestions indicated above.

Aspect from Unit 4 (The Pursuit of Happiness)

The unit stated that long-term employment involves more than simply financial

security; it also demands a feeling of purpose and pleasure in one's work. Some of the practical ideas for achieving satisfaction and purpose in a career include seeking chances for growth and development, defining values and interests, and connecting work with personal and professional objectives(Nardi, 2017).

In addition, self-care and work-life balance are vital in the pursuit of happiness. Individuals should prioritize their physical and mental health in their pursuit of happiness, as well as find time for interests and hobbies that offer them satisfaction and happiness outside of work(Ayse, 2013).

Similarly, the unit emphasizes the fact that pursuing happiness and meaning in an individual career requires ongoing effort and reflection. It further suggests that individuals should be willing to make changes when necessary to achieve greater fulfillment in their work, and should be open to new opportunities for growth and development. The self-determination theory, on the other hand, is consistent with the unit and holds that individuals are driven by three basic needs which are competence, autonomy, and relatedness. Individuals may improve their feeling of autonomy and competence, as well as develop meaningful connections with people in their industry, by choosing employment that matches their own beliefs and passions(Legault, 2017).

According to the unit, sustainable work necessitates a comprehensive strategy that considers an individual's objectives, beliefs, and well-being. Individuals should take the initiative to shape their career pathways in line with their personal and professional goals. Furthermore, finding satisfaction and significance in one's profession is critical for establishing long-term employment and satisfying life.

Conclusion

The Changemakers module emphasizes the importance of personal branding, networking, continuous learning, and proactive career management in generating long-term employment that aligns with an individual's views and professional goals. Individuals can establish a strong personal brand, expand their network, stay current on industry trends, and find meaningful and long-term employment by adhering to the important learning points outlined in each topic.

Moreover, digital platforms and social media are useful tools for building a personal

brand, promoting information and engaging with people. By displaying completed projects and presentations, an individual can establish their expertise and competence through personal branding.

Personal Development Plan

A personal development plan (PDP) is a structured framework that assists individuals in identifying and achieving their personal and professional objectives. It is a self-reflection and self-awareness process that enables people to take charge of their learning and growth (Danker, 2018).

A personal development plan (PDP) is designed to assist individuals in setting realistic and achievable objectives, identifying their strengths and areas for growth and developing a plan of action to build a personal brand. The skills needed in building a personal brand are highlighted below

My Personal Development Plan

	Skill	Current Ability	Target Ability	Development Opportunity	Criteria to access success	Time Frame	Evidence
--	--------------	------------------------	-----------------------	--------------------------------	-----------------------------------	-------------------	-----------------

1 st Priority	Communication skill	I'm able to communicate concepts successfully but I have issues with articulating the concept simply and concisely	I will be able to present presentations with confidence and influence team members and clients	I will: • undergo communication skill training program • attend workshops and conferences that are focused on communication skill • read articles and books on effective communication	• Capacity to articulate ideas and thoughts clearly, simply, and effectively • Ability to actively listen to and comprehend the opinions, emotions, and feelings of others • Capacity to successfully	10 to 12 months	• Ability to communicate effectively through messages, emails, reports, or other documentation • Capability to talk confidently, clearly, and successfully in a variety of circumstances, including presentations,
-----------------------------	---------------------	--	--	--	---	-----------------	---

					transmit messages through nonverbal communication such as facial expressions, gestures, and body language		meetings, and discussions • Capacity to successfully transmit messages using nonverbal indicators such as body language, facial expressions, and tone of voice
2 nd Priority	Creativity skill	I am able to create based on pre-existing information	I want to be able to generate and brainstorm unique	I will: •Engage in creative exercises such as mind mapping,	•Ability to generate original ideas or solutions. •Ability to adapt to	9 – 12 months	• Winning awards or receiving recognition for creative work

			ideas		different		
--	--	--	-------	--	-----------	--	--

				brainstorming, etc. • Seek inspiration from various sources such as nature, art, social media, etc. • Collaborate with another employee to share perspectives and ideas	situations and challenges. • Ability to make a positive impact that will benefit me, the organisation and the society.		• Getting positive feedback from peers and mentors who are knowledgeable in the field
--	--	--	--	--	---	--	---

3 rd Priority	Consistency skill	I'm unable to maintain regular effort to a particular goal or task	I want to be able to set specific goals and create plan that will enable me to achieve my set goals	I will: • Improve my time management skill by creating a daily or weekly schedule that will prioritise my task and activities	- Capacity to constantly strive towards and attain my goals - Ability to devote constant	6 – 8 months	- Attaining goals that have been set with constant effort and dedication over time - Being on time, fulfilling deadlines, and
-----------------------------	----------------------	--	---	--	---	--------------	--

				• Seek accountability with mentors and accountability partners	effort to a job or goal throughout time. • Capacity to display self discipline and build beneficial habits and routines.		following through on obligations. • Exhibiting increased self discipline by persistently adopting beneficial habits and routines, regulating urges, and avoiding distractions.
--	--	--	--	--	--	--	--

References

Ayse, B., 2013. The Relationship Between Work-Life Balance and Happiness From the Perspectives of Generation X and Y. *Philippine Social Sciences and Humanities Review*, 2(4), pp. 45-53.

Bailey, L. J., 2003. *Working: Career Success for the 21st Century*. 3 ed. Boulevard, Mason: Thomson Learning Inc.

Bakar, A., Mohamed, S. & Hanafi, I., 2007. Employability Skills. *The International Journal of Interdisciplinary Social Sciences*, 2(1), pp. 263-274.

Cooper, H. M., 1989. *Integrating Research: A Guide for Literature Reviews*. 2 ed. Newbury Park: Sage Publications.

Danker, C., 2018. Personal Development Plan. *Human Resource Management*.

Gujarathi, R. & Kulkarni, S., 2018. Personal Branding an Answer to Employability-A Conceptual Needbase Analysis.

Hargreaves, J. & Page, L., 2013. *Reflective practice*. 1 ed. Cambridge: Polity Press.

Legault, L., 2017. *Self-Determination Theory*. s.l.:s.n.

Nardi, P., 2017. *Critical Thinking : Tools for Evaluating Research*. Berkeley, CA: University of California Press.

Pfelffer, J., 1998. *Conditions That Hinder Effective Communication*. 2 ed. s.l.:The Pfeiffer Library.

Preece, C. & Kerrigan, F., 2015. Multi-stakeholder brand narratives: An analysis of the construction of artistic brands. *Journal of Marketing Management*, 31(12), pp. 1207-1230.

Rescher, N., 2014. *A System of Pragmatic Idealism, Volume II : The Validity of Values, A Normative Theory of Evaluative Rationality*. Princeton, NJ: Princeton University Press.

Savickas, M., 2005. *Career Construction Theory*.

Schiuma, G., 2010. *Managing knowledge assets and business value creation in organizations [electronic resource] : measures and dynamics*. Hershey, Penn: Business Science Reference.

Westerman, G., 2014. *Leading digital : turning technology into business transformation*. Boston, Massachusetts: Harvard Business Review Press.