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Lecture: Brain Mushumba

Change makers: Build your Personal Branding for Sustainable Employment

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Introduction

The key components of career development in the contemporary world are a combination of personal capabilities, business plans and clear vision of the existing opportunities. These issues are even more critical in the profession of health and social care since the industry requires human contact, trust, and quality of the services. The Week 5 themes are dedicated to the possibility of people to make their luck, find their path, and effectively promote their personal brand that will help them to develop further. In this assignment, the concepts of perception, success, serendipity mind-set, goals, and the ways of recruitment are discussed. Every point is being matched with the objectives of the lesson and the general goals of the module. It has a simple and straightforward writing style to make the writing easy to paraphrase.

Understanding Perception

Perception is what people see and how they interpret the world. It influences the way people interpret situations and the reaction to them. Perception determines how others whether a colleague, manager or a client perceives behaviour, style of communication and performance in a professional life (Carroll, Cadet and Kachersky, 2024). Good career development could be supported by a successful perception. Bad impression is a hindrance to progress.

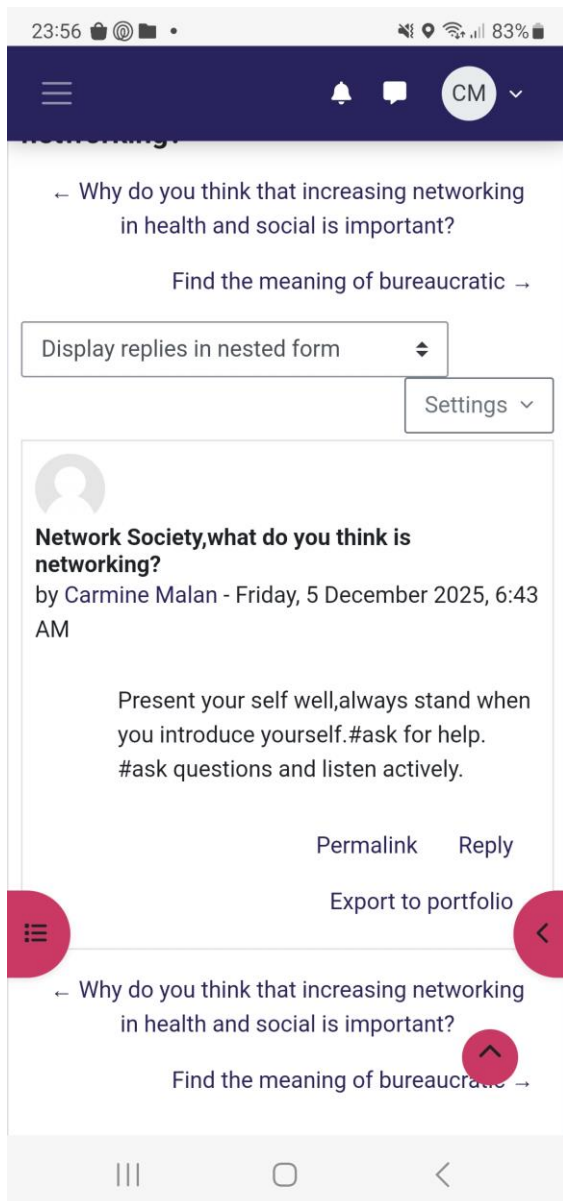
The perception in health and social care is highly significant because the profession deals with the vulnerable people. Workers are usually judged by patients on communication, empathy and professionalism. A health worker who seems to show a caring and respectful attitude is believed to get more trust. This demonstrates the ability of perception to shape the workplace relationships

Career opportunities are also inclusive of perception. Employers tend to seek after persons who demonstrate themselves as confident and professional. This is because even in cases in which the qualifications of the two candidates are similar the person with higher perception management might be offered the opportunity (Casolari et al., 2024). This implies that skills are not the only determinant that makes you successful in your career but what other people think of you.

There is also the issue of the personal perception. When a person perceives him/herself to be competent, insecure and strong, chances are high that s/he will take more opportunities. Conversely, there is a limitation of growth by negative self-perception. Hence, one of the major steps to create a personal brand is to enhance perception.

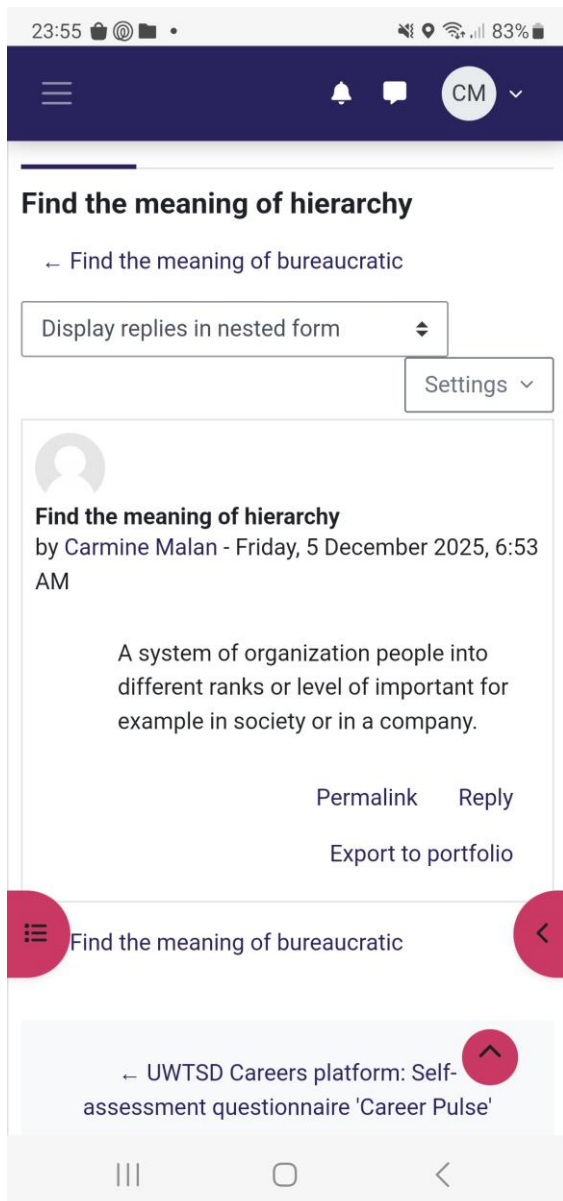
Achieving Success in Health and Social Care

Technical knowledge, communication skills, emotional intelligence and ethical behaviour are a blend that must be made in health and social care sector to experience success. This is a challenging industry as it has to deal with people who have physical, emotional, or social needs. Hence, success does not happen by chance. Professionalism is one of the points in the success. Social care and health workers should adhere to the strict rules to guarantee patient safety and dignity (Cooper and Marshall, 2018). Punctuality, respect, confidentiality and accuracy are some of the aspects of professionalism. Teamwork is another important consideration. Most of the health and social care professions deal with collaboration with



other

profession

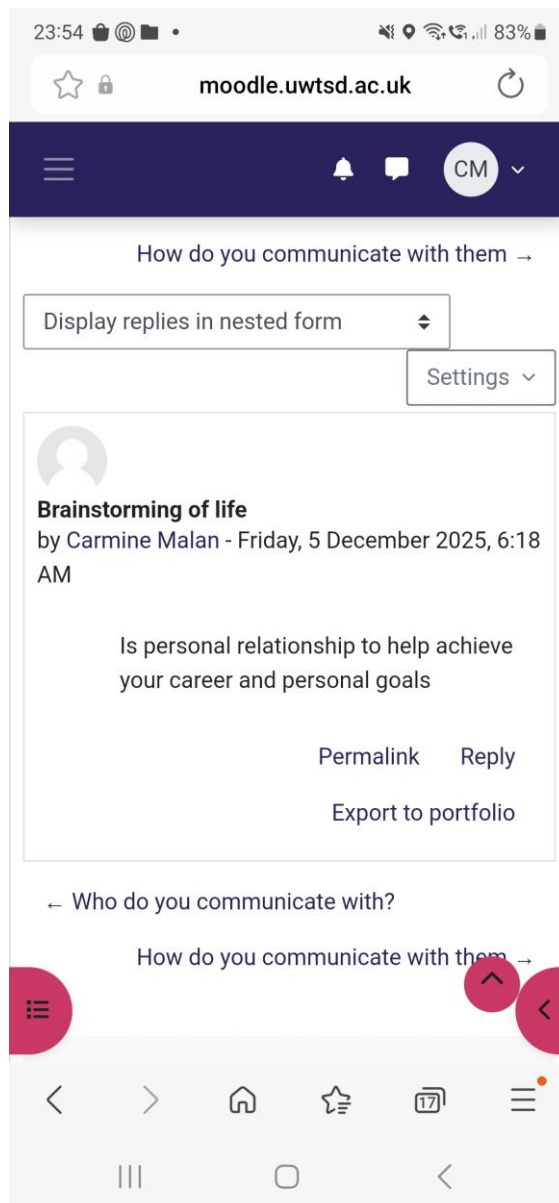


als. Proper collaboration is a guarantee of care and less risky. Effective employees are proactive, keep listening to others, and aid where necessary.

In this field, one should be competent in communication skills. The workers should be able to interact effectively with the patients, families and other professionals. Communication breakdown may also cause misunderstanding and risks (Dollinger, Juuso Henrik Nieminen and Finneran, 2024). Thus, well-performing professionals use effective communication skills both verbally and in written form. Emotional intelligence is another factor. The professionals should be aware of their feelings and control them during the stressful situations. They should also be able to understand what other people feel. This is an ability to develop trust.

Constant learning is effective as well. The policies in health and social care continuously vary. Prosperous employees remain current with emerging instruction and training. This garners

quality and safe care. Ethical decision-making is also the key to success in this field. Respect, non-maleficence, and autonomy are some of the principles that should be adhered to by workers. Professional identity and developing trust with patients is achieved through ethical



practise.

Finding Luck in the Profession

Being lucky does not imply relying on chance. In the career development, luck creation involves equipping oneself in a manner that the chances can come automatically. Networking, volunteering, learning, and commitment to show commitment are some of the ways through which luck can be created in the case of health and social care. The establishment of good professional relationships is one of the ways to get lucky (Galea, Chugh and Luck, 2023). Mentors, colleagues, supervisors usually exchange information on new opportunities. When a

worker is also responsible in his or her work then people are more lenient to recommend him or her. The other technique is openness to new experiences. There are occasions that where we least anticipate opportunities. A flexible worker who is ready to pursue new positions can easier achieve career development.

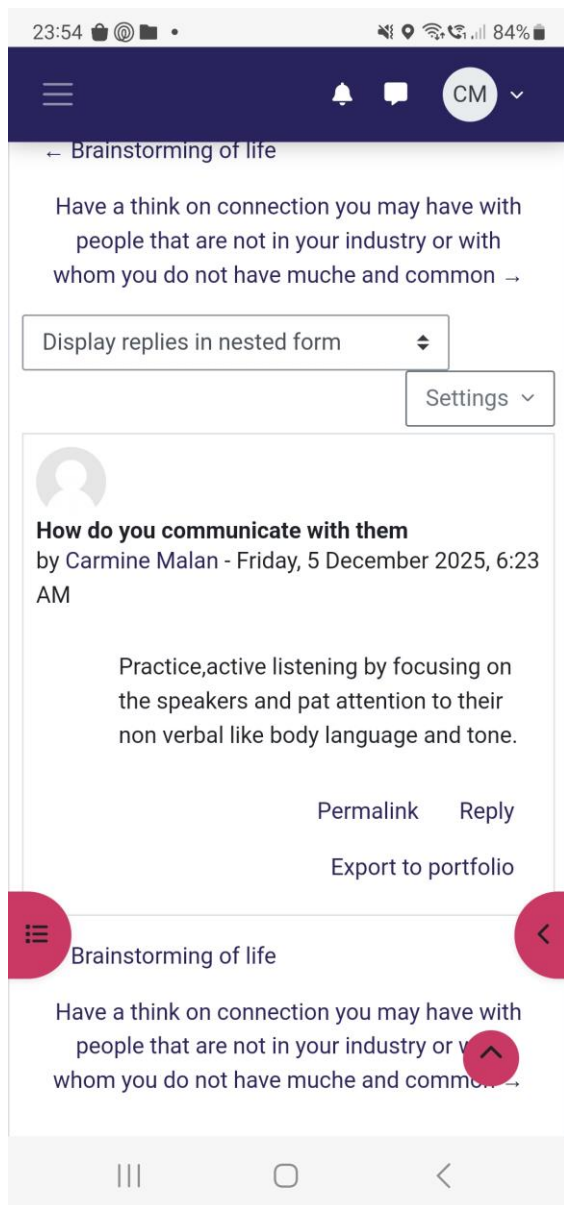
Another way of creating luck is by appearing in the workplace. Those employees who communicate ideas, engage in debates, and demonstrate initiative are prone to being noticed generally. It can be recognised that they may be identified by managers as future leaders. Another way of creating luck is through enhancements of skills. Each time the former can acquire new technical or interpersonal skills, they can be more worthy. This will give them more promotions or job opportunities. As such, fortune within the health and social care field is never left to chance but preparedness, attitude and acting.

The Serendipity Mind-set

The serendipity mind-set is that of observing and availing oneself of the unforeseen chances. It is an attitude of a person in which one is open minded, curious and active. This attitude in the professional life assists the individuals in transforming something that happens by chance to positive. Individuals who think in a serendipity manner are alert with their environment (Jesus et al., 2018). They listen to minor details, which other people may overlook. An example of this would be a mere fact that a prospective employee of mine responds to a chat and tells me about a new training or a job opportunity. A person with this kind of mentality would look into that opening as opposed to ignore it.

Flexibility is also a part of the serendipity mind. Rigid people are those who fail to seize opportunities that are presented by them. Flexible individuals however can change their plans when new possibilities emerge. This aspect enhances the possibility of professional development. Curiosity is another component of the serendipity mentality. Interested individuals pose questions, seek information and probe into various fields. This interest makes them open to new thoughts and possibilities (Kbaier, Kane and Kenny, 2022). When it comes to health and social care sector, serendipity may cause surprise towards career growth. An employee can attend a brief training programme and subsequently develop an interest in one

of the more specialist fields like mental health or disability care. This can provide new career

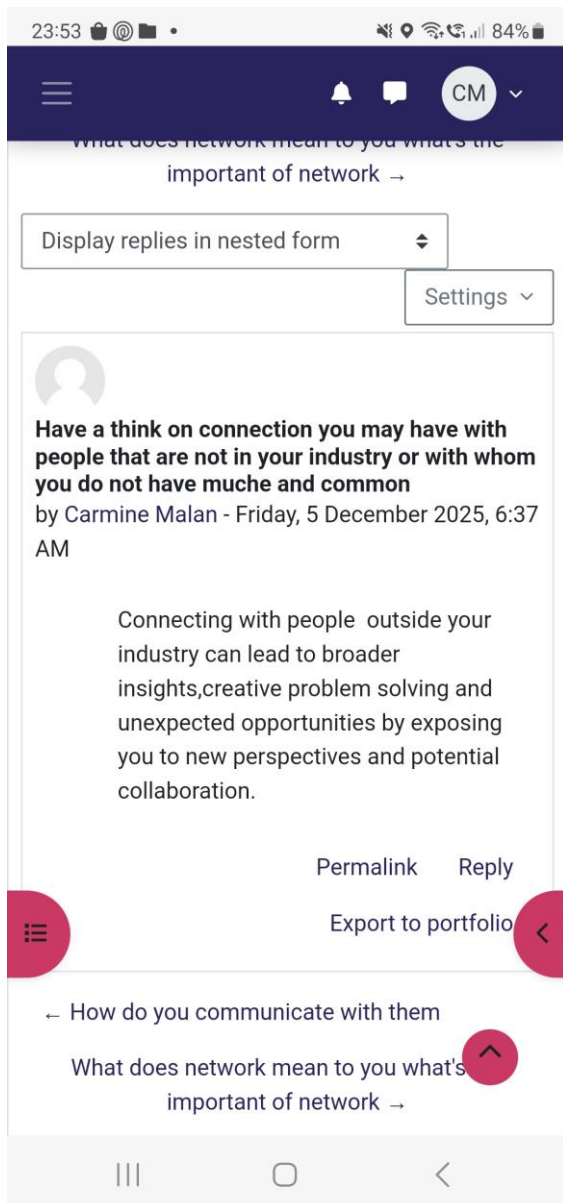


opportunities.

Such an attitude needs strength. People should think that they can deal with new situations. Once they gain confidence, chances of making calculated risks and seeking new opportunities increase. Thus, the serendipity attitude aids career building.

SMART Goals

Setting of goals is relevant to career success. Goals assist a person to centre on efforts and gauge gains. The SMART goal framework is just one of the popular frameworks. SMART is an abbreviation that means Specific, Measurable, Achievable, Relevant, and Time-bound.



Specific: A specific goal defines what one intends to have. As an example, one can use the following specific goal instead of saying that he/she wants to work on his/her skills: I want to take a course on communication skills (Kınıkoğlu and Can, 2024).

Measurable:

One is measurability next. A quantifiable objective has measures of the progress. As an example, I shall undertake three training modules.

Achievable: achievable targets are attainable. They consider individual time, resources and capacities. The unrealistic goals may lead to frustrations.

Realistic: Career plans are long-term and are supported by relevant objectives. To become a health care worker, an individual may wish to act as a manager; in this case, they should establish objectives about leadership and administration (Mogli, 2024).

Time Bound: Goals that are determined by time have a deadline. This is a motivator to discipline and curb in procrastination.

Giving the SMART goals allows workers to monitor the progress, as well as being motivated. This approach also contributes to career planning and enables one to make his own luck through preparation of the opportunity in the future.

Traditional vs Modern Recruitment Methods

The way of doing recruitment has been evolving a lot. The conventional recruitment methods were based on physical advertisements in jobs and printed CVs, newspaper announcements, and face-to-face interview. Current recruitment involves digital media, web-based applications, video conferencing and social media networking (Noda et al., 2021). The conventional types of recruitment were centred on the formal recruitment procedures. Potential employees usually moved to organisations personally to make applications. The applicants were evaluated by the employers according to paper-based information and in-person interviews. This was a slower process yet may be more intimate.

Recruitment in the modern world is more digital. Jobs portals, LinkedIn, corporate web sites, and email applications are the new channels that organisations are using. Soft skills and internet presence are more significant. The interviews are also conducted with the help of reviews of the candidate profiles, portfolios, and recommendations made by the employer. Today, there is more efficiency in the hiring aspect of health and social care. A larger group of candidates are reached by employers. Most popular are video interviews, particularly overseas jobs. Digital applications are also useful in assisting organisations in maintaining improved records.

Nevertheless, the old-fashioned approaches cannot be entirely ignored. There are employers that conduct their interviews face-to-face when the position they are interviewing is one that involves face to face communication (Riffat Mehboob, 2023). Physical cheques and trial shifts are also applied in hospitals and care homes. Both these approaches combined form a balanced recruitment system. It enables employers to test both administrative and socio-emotional skills. To applicants, knowing the two approaches is likely to enhance their employment opportunities.

Identifying Career Opportunities in Health and Social Care

The health and social care sector are a field where there is a high number of career opportunities. These opportunities may be clinical and non-clinical. Some of them include support workers, care assistants, managers, therapeutic jobs, and administrative jobs. In pursuit of opportunities, people must study the sector (Sardi et al., 2024). They would be required to search the job portals, career websites, and government health organisations. Workshops and career fairs are also helpful.

Networking is a key tool. The conversations with experienced professionals will offer some insights about potential positions. Mentors would be able to aid career paths, as well as provide information regarding training or vacancies. Challenges of the workplace should be observed by the workers too. An organisational gap may sometimes turn out to be a career opportunity. To illustrate, when a working person gets interested in volunteering in a care home where activities coordination is needed, then the specific worker can train to be the coordinator.

More opportunities are available through training and certifications. Employees who acquire more skills can transfer to specialised positions including dementia care, mental health assistance, and community outreach (Tariq, 2024). It is also significant to know the strengths of personality. An individual with a liking of communication could be well suited to work in the area of counselling or advocacy. An administration person will enjoy coordination or management roles. To find opportunities, one would require some sense of awareness, research, and confidence. People can develop good career paths when they are aware of where to look and how to prepare.

Building a Personal Brand

Personal branding is how people portray themselves to the work market. It encompasses behaviour, communication, skills as well as values. Personal excellent brand makes workers stand efficient in a competitive career world. Personal branding in health and social care is expressed in compassion, ethics and professionalism. Employees with high standards are the ones who are trusted by others and the patients (Tetiana Ternavska et al., 2024). Online presence is also a good personal brand. The brand is supported by a professional LinkedIn profile, a well-compiled CV and positive recommendations. Credibility comes with behaviour that is consistent both online and offline. Self-reflection is also a part of personal branding.

Employees are required to analyse their strengths, weaknesses and objectives. This assists them in forming their identity and conveying it to the employers.

By developing the personal brand, the people receive the improved possibilities and establish the positive image.

Conclusion

The Week 5 topics equip one with knowledge that is necessary in career development in the field of health and social care. There are perception, professionalism, and state of mind, serendipity, goal setting, and the knowledge of recruitment methods. Those people who use these strategies can make their own fortune and find new work perspectives. Achievement in a career is not an accident. It is a consequence of preparation, learning, confidence as well as proactive behaviour. With the help of the personal brand and being open to the unforeseen opportunities, one can be able to design their future in a purposeful and sustainable manner.

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