



Programme: BSc (Hons) Health and Social Care
Module: Changemakers: Building your Personal Brand for
Sustainable Employment

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Introduction

The four units during my module are the subject matter for a reflection and their effectiveness in my academic, personal and professional career in the field of health and social care. The “Changemakers: Building Your Brand for Sustainable Employment” class has been phenomenal, allowing me to understand the concepts of self-branding, global connections, awareness of opportunities and wellbeing. These tasks have been effective and helped me to understand my professional identity, values and talents defining my professional role in the future. Global issues are highly influential on local health and social care environments. For instance, climate change impacts on health workforces and infrastructure, which further diminished the capacity to provide UHC (Universal Health Coverage) (World Health Organization, 2023). Through the module learnings, lectures and classes, I have gained knowledge in these aspects and I am able to seize opportunities in the future. Every unit has been helpful for me, which is tracked in this portfolio helping me to improve my critical thinking.

Task 1 Unit 1: Brand You

The conceptual knowledge on personal branding and its influence on professional identity has been the aim of the 1st “Brand You” unit. The concepts covered in this particular unit are the subject matter of this reflective task while also investigating the ways through, which I would describe myself in the health and social care field. Osei and Anim-Wright (2024) inferred that personal branding also covers aspects such as strengths, values, aspirations and behaviours for building an authentic self-image. Through this and the beginning of the unit has been a learning opportunity for me where I understood that personal branding is a way beyond appearance or communication.



Figure 1: Unit 1 activities

(Source: Self-developed)

Self-Awareness

Following the reflective activities and classroom discussions, I interacted with the Self-awareness concept, which was the first vital concept of the unit. Goleman's Emotional Intelligence (EI) theory signifies four stages of such as Self-Awareness, Social Awareness, Self-Management and Relationship Management (Ott, 2022). Among these steps, self-awareness is vital for behaving in a professional context. The self-assessment tool helps in understanding my strengths, prospective shortcomings and opportunities. This has further amplified my knowledge regarding my personal values and personality moulds my team working capabilities.

Personal branding

The unit generated another notion where I identified personal strengths. This has been a revelation where I have to know about my personal attributes, which has been a characteristic of my potential towards health and social care. Through the unit, I learned about the importance of personal strengths of an employee, which makes them employable. According to Szántó, Papp-Váry and Radácsi (2025), "Personal Branding (PB) is a strategic process through which individuals position themselves to stand out and achieve career advancement and business success". Through this, I considered the ways through which I am unique and the ways through which I would be acceptable in the workspace.

Digital Identity

The third activity in the unit has been digital identity, signifying the requirement of possessing online presence in a professional aspect. According to Scheidt, Gelhard and Henseler (2020), online presence is significant in the generation of the employability to the employers. Through this reflective piece, I understand that self-presentation is vital on sites such as LinkedIn and Indeed and a cohesive digital identity is vital for professional identity.

Overall, it can be stated that the activities performed in Unit 1 have made me realise that personal branding creation is a consistent process. Further, I also understood that Personal branding comprises reflection, self-knowledge and consistent communication. The unit made me reflect on my personal perspectives while stating my career objectives and the view I want to create of myself in the eyes of the health and social profession.

Task 2 – Reflection on Unit 2: It's a Small World

"It's a Small World" the unit 2 of the module enabled me to gain insights on the global connections in health and social care and through which international matters on local practices. Health and social care systems across the globe are interrelated, which has been highlighted in the lectures and the discussion in class. It further stated that international events, cultural diversity and workforce movement are influential on Health and social care practice on a daily basis. I gained intuitive awareness from the unit, highlighting the vitality of suitable culture and global competence while providing improved care.



Figure 2: Unit 2 activities

(Source: Self-developed)

Globalisation

During Unit 2 the major aspect has been globalisation, which revealed several issues of global health and social care. The major issues highlighted have been climate change, population migration and pandemic, which do not have the same level of effect in every

country although similar solutions are demanded. Correia *et al.* (2025) inferred that globalisation affected health and social care on a disturbingly large level. This implies that healthcare professionals should be more aware of the global policies and diversities to effectively disperse care. Conventionally, this assisted me to align with the international policies, which are influential on local service provision.

Cultural competence

Apart from this the other aspect has been cultural competence, which was drawn from respect towards all cultural values and practices. The unit also signified Hofstede's cultural dimensions for elaborating the concept of cultural variations and the influence of expectations, communication and decision-making in health and social care. Zheng *et al.* (2025) denoted that Hofstede's cultural dimensions signify that culture differs from place to place based on their values. I attained this knowledge through this unit, which has been revolutionary for me, and I understand now that it is important for me to change my practices and be more inclusive.

Diversity and inclusion

The last notable aspect of this unit has been diversity and inclusion, where I understood that it is vital to consider the background of individuals before providing health and social care services. The lectures in this unit have also highlighted the importance of inclusive practices, which in turn diminishes the possibility of inequality in health services and hence improving the quality of the service. Through this, I am capable to continue with my professional duties and provide fair health and social care without discriminating.

Task 3 – Reflection on Unit 3: Opportunity Knocks

Unit 3 focuses on teaching students to recognise opportunities, as well as create them on both personal and professional level. Based on unit 3, I have learned to analyse the employment market and align it to my talents and interests. Furthermore, exploring job sites like Indeed and LinkedIn can discover career opportunities and help me get better knowledge of positioning myself in the health and social care sector. Unit 3 also emphasised the value of internships in the desired work areas. For instance, in my case, I intend to become a social care assistant, which led me to highlight my skills in communication, and experience in home care. Furthermore, I am interested in gaining apprenticeship and mentorship in health and social care level 2. The unit 3 also CV development and improving personal branding for attracting potential recruiters and leveraging the opportunity for placements. The unit 3 has helped me improve my effort on driving professional identity and employability skills, guiding me to use my CV for tailoring specific job applications and portraying my personal brand for the job. Additionally, my preparedness for recognising opportunities includes interview preparation and networking, proving that employability values confidence, self-awareness, and planning. Thus, I have learnt recognising my career

goals and seek out mentorship, apprenticeship and CV for pursuing my career goal and use practical skills to fulfil it.

My experience with the frameworks from Unit 3 is consistent with the current idea of employability, professional identity, and career growth. For example, Mutanen *et al.* (2023) has stated that developing professional identity through targeted self-branding and employability stories aligns with motive for self-branding for developing a strong image of professionalism. This suggests that based on unit 3, I need to continue work on my self-branding and image development for enhancing my unique selling point. Additionally, Marinka and Kujipers (2025) added that career competencies involve skills like professional agility, self-regulation, and adaptability that can be identified with skills audit for creating CV and identifying opportunities. Contrarily, Ismail *et al.* (2023) opined that fresher's and candidates that develop self-regulatory qualities, such as resilience and proactive professional behaviour has a positive impression on recruiters for being determined. Therefore, attending unit 3 of opportunity knocks has taught me to improve practical skill presentation tactics, such as skill development, CV making and job application, along with highlighting my interpersonal skills.

Task 4 – Reflection on Unit 4: The Pursuit of Happiness and Conclusion

In my week learning unit 4, the class introduced me to the importance of maintaining work-life balance for ensuring long term dedication, expanding professional connection and engaging in a healthy work environment. One of the most important lessons I have received is to ensure a healthy balance between personal boundaries and professional liabilities as a future social care assistant for the vulnerable population. I also realised that feeling valued and fulfilled at work is essential for driving job satisfaction. The key focus of work-life balance is to manage stress, enhance productivity and performance at work without compromising my health and wellbeing. This is especially significant in the social care industry, where personnel typically encounter emotional labour, challenging conditions and responsibility for vulnerable individuals. Unit 4 also emphasises that job satisfaction and personal wellness are essential for finding career opportunities that fit with personal values, purpose and long-term achievement. Learning the value of pursuing happiness encouraged me to value motivation, satisfaction and resilience along with the significance of the job role in health and social care. Thus, my lesson in unit 4 has taught me the importance of looking for jobs that resonate with personal values and ambitions to ensure a sustainable career.

Unit 4 has also introduced various theoretical frameworks that can help recognise the value of work-life balance, and aligning it with professional responsibilities. The context of unit 4 involved focusing on long-term wellness, which needs to be consistent with social care assistant responsibility. For example, Maddock (2024) argued that participation in mindfulness and self-care for reducing stress and burnout among social workers.

Furthermore, unit 4 highlighted that poor work life balance along with ineffective social care support is a major cause for burnout among social care workers. As per self-determination theory, employees fulfil wellbeing and long term satisfaction by addressing autonomy, competence and relatedness in job (Nunes *et al.* 2024). As unit 4 taught me to ensure that the job requirement aligns with my personal beliefs, balancing academic qualifications and personal skill audit. Aligning with the self-determinant theory, I believe that meeting emotional and relational needs improves motivation and well-being. The tutors further commented that applying self-determinant theory for assessing work-life balance promotes sustainable employment to find meaningful connections with the chosen job role. Therefore, unit 4 concludes that internalising theoretical frameworks in the health and social care sector enables me to be empathetic, valuing my wellbeing along with my job.

Conclusion

In conclusion, my learning experience with unit 1, 2, 3 and 4 has positively impacted my ability to audit my skills, network with potential employers to identify opportunities and preserve workplace satisfaction. As advised by the module tutor, I had aligned the unit lessons with my goal to become a social care assistant in future, tailoring CV to highlight necessary skills, network with social care agency recruiters, while also ensuring work-life balance. The activities performed in Unit 1 have made me realise that personal branding creation is a consistent process. During Unit 2, the major aspect has been globalisation, which revealed several issues of global health and social care. In unit 3, I learned the importance of having skills like self-awareness, and confidence, since qualifications and skills are equally important. Furthermore, the unit also recognises creating opportunities, creating my personal brand, and recognises wellbeing as equally important for work productivity. On the other hand, unit 4 elaborated in depth regarding work life for the pursuit of happiness at work. I have linked with self-determinant theory to identify three factors that are essential to identify what helps meet my emotional needs in a professional setting. Therefore, after attending all four of the units, I feel more prepared to strategies my growth, showcase my advantages to potential employers, and create a fulfilling career in social care.

BMHP5015_LON: Geert Hofstede | Week 7 - CBP (1).pptx - Google | Country Comparison Bar Chart | Component 1 - Further Guidance

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Geert Hofstede model

unit 2:hofsted

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Geert Hofstede model
by Hasino Hibaq Ahmed Hersi - Friday, 21 November 2025, 3:53 PM

This model is useful as it helped me to compare on specific aspects such as my own country and other countries, for example what i noticed UK is more individualised speaking to somalia.

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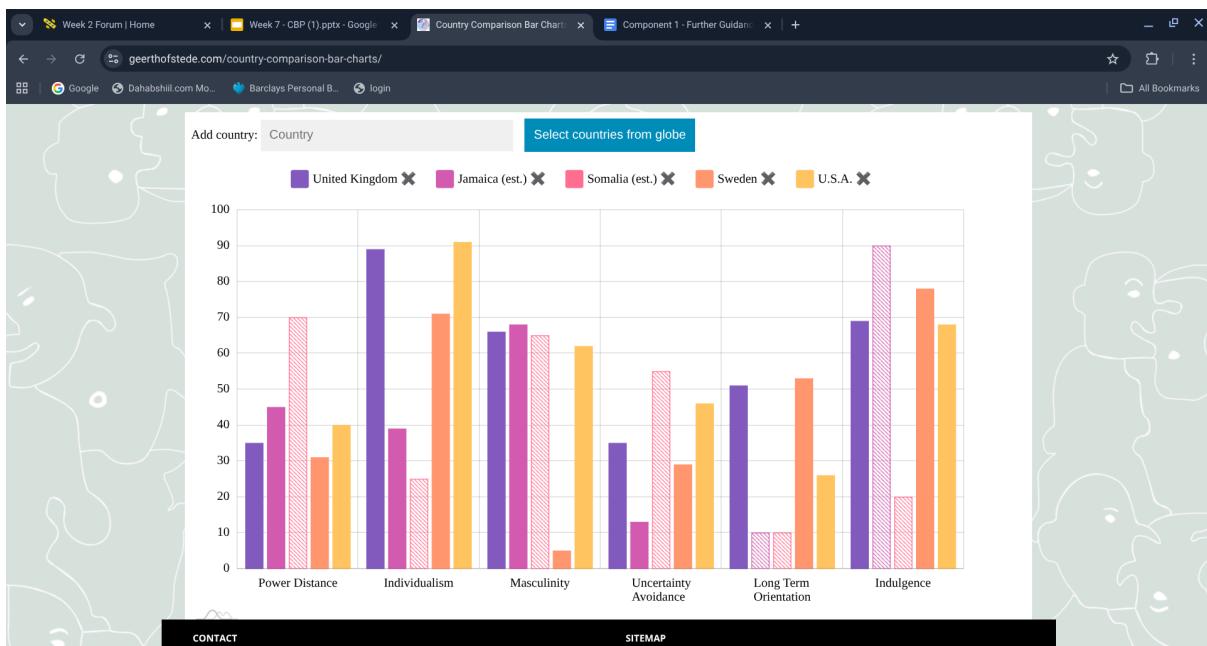
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