



Student name: Jade Terrelonge

Student ID: 2331324

Module name: Changemakers: Building a personal Brand for Sustainable Employment

Module code: BMHP5015

Lecturer name: Caroline Salami

Introduction

This portfolio provides a reflection on the knowledge and skills developed throughout the “Changemakers: Creativity and Value Creation” The module explored several key topics that support professional and personal development, particularly in preparation for future employment in health and social care. Through a series of learning activities, discussions, and online tasks, the course explored several important themes related to employability, self-development, and professional awareness.

The module was structured around four main units: personal branding, global awareness, opportunities, and wellbeing. Each unit introduced different concepts that encouraged students to reflect on their skills, career aspirations, and professional identity. These topics emphasised the importance of understanding global perspectives, recognising opportunities for personal and professional development, and maintaining wellbeing within both academic and professional environments.

This assignment will reflect on the learning gained from each unit and explore how these experiences have contributed to my personal growth and understanding of professional development. It will also consider how the knowledge gained can support my future career within the health and social care sector.

Unit 1: Personal Branding

During Unit 1, I learned about several topics, including self-determination, autonomy, career goals, boundaryless careers and the gig economy. While focusing on my career goals, I used a SWOT analysis to evaluate my personal strengths, weaknesses, opportunities and threats. SWOT analysis is a tool used to identify factors that may influence performance or development. Strengths and weaknesses refer to internal factors that I can control, such as my skills and areas that need improvement, while opportunities and threats refer to external factors that may support or challenge future career development. As my career goal is to become a therapist for young adults who have been to prison or faced major life challenges, I found this analysis useful as it enabled me to consider both my personal abilities and external influences on my career path. Reflecting on this activity helped me gain a clearer understanding of the skills I already possess, such as empathy and communication, while also identifying areas that require further development to achieve my long-term career goal. However, I also recognise that SWOT analysis has limitations, as it is based on

personal judgement and may not fully reflect external challenges or future uncertainties within the health and social care sector.

Another key concept discussed in this unit was self-determination theory, which suggests that motivation is influenced by three basic psychological needs: competence, autonomy and relatedness (Lopez-Garrido, 2023). Competence refers to developing the skills and confidence needed to perform tasks effectively. In relation to my future career, this involves strengthening my communication, empathy and counselling skills. Autonomy refers to the ability to make independent decisions and take responsibility for one's actions, which is essential when making professional judgments in complex situations. Finally, relatedness refers to building meaningful and trusting relationships with others. This is particularly important in therapy, as establishing trust and understanding is essential when working with vulnerable individuals.

In addition, Unit 1 introduced the concept of personal branding, which focuses on how individuals present themselves professionally and communicate their strengths to others. This encouraged me to reflect on how I would like to be perceived in my future career as a therapist, particularly in terms of being empathetic, trustworthy and professional. Developing a strong personal brand will be important when working with vulnerable individuals, as it can help to build trust and credibility.

Figure 1: Self-determination task



Week 1 Forum -> Self-determination

by Jade Ann-Maria Terrelonge - Thursday, 12 February 2026, 12:18 PM

Self-determination is when person makes their own decision regarding their life and how it is managed.

According to Ryan and Deci, there are 3 stages to self-determination, they are:

- Autonomy
- Competence
- Relatedness

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Figure 2: Career goal task



Week 1 Forum -> Career goal
by Jade Ann-Maria Terrelonge - Thursday, 12 February 2026, 11:43 AM

Visualisation:

I see myself as a qualified and confident therapist running a warm, welcoming therapy centre where my clients feel safe, heard and supported.

Short-term goals:

Complete my therapy qualifications, gain experience through placements . continue personal development and build strong counselling skills.

Long-term goals:

open and successfully run my own therapy centre. I want to create a supportive space that promotes mental wellbeing, eventually expand my team with other therapist and continue growing professionally while helping others.

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Figure 3: Emotional intelligence task.



Week 2 Forum -> emotional intelligence in H&S
by Jade Ann-Maria Terrelonge - Wednesday, 18 February 2026, 10:25 PM

Emotional intelligence in H&S is important as you are working with individuals on a personal level, you need to be able to consider your patients needs, emotions and mental health, while also maintaining your own. it is important to improve patient outcomes, communication and reduce staff burnout.

Example:

"Heart Answer" vs. "Head Answer": When a patient asks why they are suffering, a doctor avoids a purely technical explanation and instead acknowledges the patient's pain with, "I don't know why this is happening, but I'm sorry you are going through this and I'm here to help".

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Unit 2 – Global Awareness

Unit 2 focused on developing an understanding of global awareness and the importance of networking within a diverse and interconnected world. Throughout this unit, I explored key topics such as diversity in networking, global connections and the role of communication in building relationships. This unit highlighted how individuals interact with others from different cultural, social and professional backgrounds, and the importance of understanding these differences in a global context. In health and social care, global awareness is essential as professionals work with individuals from a wide range of backgrounds, each with their own values, beliefs and experiences.

One key concept explored in this unit was the importance of diversity in networking, which plays a significant role in developing global awareness. Diversity in networking is important for developing a broader understanding of different perspectives and global interactions. It allows individuals to engage with people from different cultural, social and professional backgrounds, which can influence communication and behaviour. Through class activities, I identified connections with individuals from different ethnic, professional and religious backgrounds, which helped me understand the value of interacting with diverse groups. This highlighted how global awareness is not only about understanding other cultures, but also about building meaningful relationships with individuals who have different perspectives and experiences.

This is particularly relevant within health and social care, where professionals are required to work with highly diverse populations, including refugees and migrants who may have different life experiences, health needs and access to services. Global competency standards emphasise the importance of providing person-centred and culturally responsive care, ensuring individuals are supported effectively within healthcare systems (World Health Organization, 2021).

Another important concept explored in this unit was the idea of a network society, which refers to how individuals and organisations are connected through digital communication and global networks. In modern society, technology plays a significant role in enabling communication and interaction across different countries and cultures. This has created more opportunities for individuals to share information and build relationships on a global scale. Within health and social care, digital technology is increasingly used to improve

communication between professionals and patients, as well as to provide easier access to services (National Health Service, n.d.). Reflecting on this, I understand that developing digital communication skills will be essential in my future career as a therapist, as it will allow me to connect with and support individuals from a range of diverse backgrounds. However, I recognise that increased reliance on digital communication may also create challenges, such as reduced face-to-face interaction, which can be important when building trust in therapeutic relationships.

A further concept explored in this unit was the importance of communication in building and maintaining professional connections. Effective communication is essential in networking, as it allows individuals to share information, develop relationships and collaborate with others. In health and social care, strong communication skills are particularly important, as professionals must be able to interact with individuals from a range of different backgrounds and understand their needs. According to the National Health Service (2023), effective communication is also recognised as a key component of providing safe and high-quality care within healthcare services. Through class activities, I developed a better understanding of how communication can influence relationships and the importance of adapting my communication style depending on the individual. Reflecting on this, I recognise that developing strong communication skills will be essential in my future career as a therapist, as it will enable me to build trust, support individuals effectively and respond appropriately to their needs.

Figure 4: Opinion on statement task.



Week 4 Forum -> What is your opinion on the statment

by Jade Ann-Maria Terrelonge - Monday, 9 March 2026, 8:47 PM

My opinion is that this statement is true because doctors do need support from other professionals in the hospital. Even though doctors have a lot of medical knowledge and responsibility, they cannot work alone. Hospitals are complex environments where many professionals such as nurses, managers, administrators, and specialists work together. If a doctor wants to make a change or improve patient care, they often need support from influential people in the organisation. Good networking and professional relationships help doctors communicate their ideas, gain approval, and work effectively as part of a team. This teamwork ultimately helps provide better care for patients.

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Figure 5: Networking task.

**Week 3 Forum -> What does networking mean to you?**
by Jade Ann-Maria Terrelonge - Thursday, 26 February 2026, 9:39 AM

Networking generally means building and maintaining relationships with people for mutual benefit.

Networking allows you to do the following:

- Build connections
- Share knowledge
- Gain advice
- Career opportunities
- connect with people from different projects/ job titles

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Figure 6: Networking task.

**Week 3 Forum -> Network connections**
by Jade Ann-Maria Terrelonge - Thursday, 26 February 2026, 11:51 AM

Friends from different ethnic backgrounds

Friends with different work backgrounds

Friends / family from different religions

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Unit 3 – Opportunities

Unit 3 focused on recognising and developing opportunities to support personal and professional growth. Throughout this unit, I explored how to identify opportunities, set realistic goals and plan for future career development within the health and social care sector.

One key concept explored in this unit was goal setting, particularly the use of SMART goals. SMART goals are a framework used to create objectives that are specific, measurable, achievable, realistic and time bound. This framework helped me to break down my long-term goal of becoming a therapist into smaller, manageable steps, such as gaining relevant qualifications and practical experience. Goal setting is recognised as an important strategy for supporting behaviour change and personal development (Bailey, 2017). Setting clear goals provided me with a structured approach to career development and increased my motivation to achieve them. However, I recognise that unexpected challenges may impact my ability to achieve these goals within a set timeframe, highlighting the importance of remaining flexible. This highlighted the importance of planning and actively seeking opportunities to achieve my career goals.

Another important aspect of this unit was recognising opportunities for personal and professional development. This involved identifying ways to gain relevant experience, such as volunteering, further education and developing key skills required within the health and social care sector. Volunteering has been shown to have positive effects on mental, social and physical wellbeing, as well as improving social connections (Nichol et al., 2023). This helped me understand that engaging in volunteering opportunities can also support the development of important skills and experiences needed for my future career as a therapist. By gaining experience in real-life settings, I will be able to develop practical skills such as communication, empathy and resilience, which are essential when working with vulnerable individuals. Reflecting on this, I recognise that taking initiative and engaging in opportunities will be key to achieving my long-term career goals. This also helped me understand that opportunities are not simply based on luck, but are often created through effort, planning and actively seeking experiences.

Overall, this unit helped me to understand the importance of recognising and developing opportunities to support my career progression. It highlighted the need to set clear goals, gain relevant experience and remain proactive in my personal development. However, I recognise that achieving these opportunities may require time and effort, reinforcing the importance of staying motivated and adaptable.

Figure 7: Success and luck discussion.



Week 5 Forum -> Group discussion - success and luck

by Jade Ann-Maria Terrelonge - Thursday, 12 March 2026, 10:53 AM

In order to find success and luck you should set realistic goals, this can be done by setting a timeline e.g weekly, monthly, yearly.

maintaining social network/ networking as well as being visible by sharing your work or voluntary work. This often opens doors of opportunity and allows you to meet new people.

Essential attributes for success helps towards this by having a passion for people, resilience and positivity allows you to bounce back and keep going. Cultural competence helps you to treat everyone the same.

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Figure 8: Short blog



Week 6 Forum -> Short blog

by Jade Ann-Maria Terrelonge - Wednesday, 25 March 2026, 9:52 PM

Balancing Motherhood and Study: Single Mums in Health and Social Care

Being a single mum while studying health and social care at university can be challenging, but it is also incredibly rewarding. Many women take this path to build a better future for themselves and their children, showing strength, resilience, and determination every day.

Balancing assignments, lectures, and childcare is not easy, but with good time management and support, it becomes possible. Universities often provide resources such as childcare support, flexible learning, and wellbeing services to help students succeed.

Studying health and social care also brings a unique advantage, as many single mums can relate their personal experiences to their learning, especially when understanding empathy and care.

Although the journey can feel overwhelming at times, it is important to remember that progress, no matter how small, is still progress. With the right mindset and support system, single mums can achieve their goals and build meaningful careers in health and social care.

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Figure 9: Opportunities task



Week 6 Forum -> How one open doors for opportunity

by Jade Ann-Maria Terrelonge - Wednesday, 25 March 2026, 9:36 PM

To open doors for job opportunities, it's important to be proactive and consistent. Keeping your CV and LinkedIn updated helps you stay visible to employers. Gaining the right qualifications and experience through study and voluntary work is also key. Building connections is essential, as networking and word of mouth can lead to opportunities. Starting in entry-level roles allows you to gain experience and meet professionals in the field.

It's also important to keep learning, reach out directly to organisations for opportunities, and stay consistent with applications and networking efforts.

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Unit 4 – Wellbeing

Unit 4 focused on the importance of wellbeing and its impact on both personal and professional development. Throughout this unit, I explored key topics such as mental health, emotional intelligence and resilience, particularly within the health and social care sector. This unit highlighted how maintaining wellbeing is essential for professionals, as it can directly influence the quality of care provided to others.

One key concept explored in this unit was emotional intelligence, which refers to the ability to perceive, understand and manage emotions in both ourselves and others (Bru-Luna et al., 2021). This is an important aspect of wellbeing, as it can influence how individuals respond to stress and interact with others in professional environments. This is demonstrated in Figure 10, which shows the results of an emotional intelligence assessment I completed. The results highlighted my strengths in areas such as self-awareness and emotional management, reinforcing the importance of emotional intelligence in maintaining wellbeing. In my future career as a therapist, developing emotional intelligence will be essential to support individuals effectively while also managing my own emotional responses.

Another important concept explored was resilience, which refers to the ability to adapt to challenges and changes while maintaining effective performance, particularly within healthcare environments (Wiig et al., 2020). Resilience is essential in health and social care, as professionals are required to respond to unpredictable situations while continuing to provide high-quality care. This includes adapting to stressful or complex circumstances, such as working with individuals who have experienced trauma or distress. This unit helped me recognise the importance of developing resilience in order to remain professional and supportive in challenging situations. However, I also recognise that resilience is not a fixed trait, but develops over time through experience, learning and support.

Overall, this unit highlighted the importance of maintaining wellbeing in order to support both personal and professional success. It emphasised the need to develop emotional awareness, build resilience and manage stress effectively. Reflecting on this, I understand that prioritising my wellbeing will be essential in sustaining a long-term career in health and social care.

Figure 10: Emotional intelligence questionnaire.

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Conclusion

In conclusion, this portfolio has provided an opportunity to reflect on the knowledge and skills developed throughout the Changemakers module. Each unit contributed to my understanding of personal and professional development within the health and social care sector. Unit 1 helped me develop self-awareness through personal branding and goal setting, while Unit 2 enhanced my understanding of global awareness, diversity and the importance of effective communication. Unit 3 highlighted the importance of recognising and creating opportunities through planning, experience and proactive engagement, rather than

relying on chance. Finally, Unit 4 emphasised the significance of maintaining wellbeing, developing emotional intelligence and building resilience to sustain a successful career.

Overall, this module has supported my personal growth by encouraging reflection on my strengths, areas for development and future career goals. It has also provided me with practical skills and knowledge that will be essential in my future role as a therapist, particularly when working with individuals from diverse and complex backgrounds. Reflecting on this, I feel more confident in my ability to continue developing both personally and professionally, and to apply these skills effectively within the health and social care sector.

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