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Module Code: BMHP5015

Module: Changemakers: Building your Personal Brand for Sustainable Employment

Lecturer: Dr Eleni KoutsogeorgouAndreou

Introduction

This online portfolio aims to demonstrate my engagement with a wide range of activities completed through the Moodle Virtual Learning Environment (VLE), with a particular focus on developing my employability skills and building my personal brand within the health and social care sector. Throughout this module, I have actively participated in various online discussions, forum posts, and group activities, all of which have contributed to my understanding of key professional concepts. These activities have also encouraged me to reflect on my own strengths, areas for improvement, and overall readiness for future employment within the sector. The concept of building a personal brand is becoming increasingly important in health and social care, as it allows individuals to present themselves as professional, competent, and reflective practitioners. A strong personal brand is not only based on academic qualifications, but also on a range of transferable skills such as communication, teamwork, empathy, adaptability, and a commitment to continuous professional development. These attributes are essential in ensuring that individuals can provide high-quality, person-centred care while responding effectively to the changing demands of the sector. This is particularly relevant when seeking employment within organisations such as the National Health Service, where employers place significant value on personal qualities as well as professional knowledge. In such settings, professionals are expected to demonstrate strong interpersonal skills, the ability to work collaboratively within multidisciplinary teams, and a willingness to continually develop their practice in line with current policies and standards. Therefore, developing a clear and positive personal brand can enhance employability and support long-term career progression. This portfolio will provide a reflective account of my participation in the online activities, including discussions on key topics such as self-determination, networking, and positive self-talk. It will explore the skills and knowledge I have developed because of these activities and consider how they can be applied in real-world health and social care contexts. Furthermore, the portfolio will identify areas where I require further development and outline the steps I intend to take to improve my skills and enhance my future employability. Overall, this portfolio demonstrates my commitment to ongoing personal and professional development. By engaging with the module activities and reflecting on my learning, I have gained a deeper understanding of what is required to succeed within the health and social care sector and have taken important steps towards achieving my future career goal of becoming a social worker.

Engagement with online activities

Throughout this model, i have been engaging with various online activities on the Moodle virtual learning, Including forum post and group discussions. These activities focused on key concepts linked to personal development and employability and personal development within the health care sector. One of the main topics explored was self-determination, which means an individual taking control with their own goals and decisions. Having these group discussions has helped develop a deeper understanding as to why self-determination is essential in health and social care. Professionals are expected to promote independence and empower service users. I learned a core value in care practice is to support individuals to make their own choices.

Another topic on **networking** highlighted that creating professional relationship would help lead to better job opportunities i learned that social networking is not only about social interaction but also sharing your knowledge and building trust. This helps people working in health and social care deliver affective care.

The discussion on the concept of a **boundary-less career**, which described that a career path is not just one role or organisation. In this discussion it helped understanding the importance of continuing to learn in health and social care. Workers must be adaptable and willing to learn new skills to be able to work in different settings as this sector is constantly revolving.

In addition, the concept of **stretch goals** was explored, these are goals that challenge the individuals out of their comfort zone.

This activity had me thinking how to set professional goals that support the personal and professional growth. This would mean taking on new responsibilities or developing advanced skills improving patients care.

The topic **blogging** and keeping an online presence helped me to understand how digital platforms can improve your employability, by creating these online platforms it helps to show knowledge and skills and improve my visibility to potential employers.

The importance of **positive self-talk** was another area I explored, learning that maintaining a positive mind set would improve your confidence and motivation which would be essential qualities to have in all health care roles. These would be particularly important when dealing with challenging situations as professionals should and must return calm and supportive.

Finally, the benefits of having a **mentor** would provide support. A mentor would provide support, guidance and an inside based on their experience. This activity helped me understand that having a mentor can support career development and improve confidence in professional settings.

Overall the engagement in these online activities has enhanced my understanding of the key employability concepts and their relevance to health and social care practice. These have also encouraged me to reflect on my own skills and behaviours.

Reflection

To reflect on my learning activities, i will be using Gibbs reflection cycle, focusing on self-determination, positive self-talk and networking.

Throughout these Moodle activities i have participated in a verity of group discussions that helped me to explore key employability concepts. Around self-determination, self-talk and networking helping me to think more deeply into my personal development within health and social care. Within these activities they helped me to share my ideas, consider how these concepts apply in real-life care settings, and respond to others.

Feelings

Before i felt unsure about contributing to discussions, when it comes to sharing my opinion in an online forum for the public to see the more i continue to engage, this allowed me to feel more confident in expressing my thoughts. I sometimes doubt my ability so i found the topic self-talk relatable. Learning about networking also made me realise that i haven't considered how important building professional relationships would help my future career.

Evaluation

Overall i found that these activities were valuable in helping me develop knowledge and confidence, a positive was that i was able to engage in different outlook from other students which expanded my understanding. However, I believe i could have contributed more to the discussions to further my communication skills, other than this I believe the activities have increased my awareness of key employability skills.

Analysis

Empowering individuals to make their own choices is key to self-determination in health and social care. Reflecting on this i must contain the importance in supporting service users in maintaining their independence and their control over their lives. In health and social care professionals often face challenging situations, so for providing effective support it's essential to keep positive self-talk. I realised that if i keep improving my self-talk it could help me become more confident in both academic and professional environments.

Networking is another key skill that i hadn't fully understood before, building a professional relationship would help me create opportunities for more learning and for future employment. Networking can also help to improve collaboration between professionals which would benefit service users. This has encouraged me to be more active in connecting with others and engaging in professional environments.

Conclusion

In conclusion, reflecting on the range of activities completed throughout this module has enabled me to recognise the significant importance of personal development in becoming an effective and competent health and social care professional. Engaging with the online discussions and tasks has allowed me to critically consider my own skills, behaviours, and attitudes, and how these can impact my future practice within the sector. Through this process, I have developed a deeper understanding of key concepts such as self-determination, networking, and positive self-talk, and how they contribute to both personal and professional growth. For example, I now recognise that promoting self-determination is essential in supporting service users to maintain independence and make informed decisions about their own lives. Similarly, I have gained a clearer awareness of the importance of networking in building professional relationships, which can lead to new opportunities and enhance collaborative working within health and social care settings. In addition, developing positive self-talk has helped me to improve my confidence and

resilience, which are crucial when dealing with challenging or demanding situations. These activities have also increased my understanding of the key skills required within the sector, including effective communication, empathy, and professionalism. I have become more aware of how these skills contribute to delivering high-quality, person-centred care and supporting positive outcomes for individuals. Furthermore, the module has encouraged me to reflect on my own strengths and areas for development, helping me to take a more proactive approach to my learning and career planning. Although I have made noticeable progress, I acknowledge that there is still room for improvement. I aim to continue developing my confidence in professional environments, strengthen my communication skills, and become more proactive in networking with others. By continuing to reflect on my experiences and actively seeking opportunities to improve, I will be able to further enhance my employability.

Action plan

plan to continue developing my confidence, improve my communication skills, and actively engage in networking opportunities.

To achieve my goal of becoming a social worker, I need to continue developing key skills such as confidence, communication, and networking. I will improve my confidence by practising positive self-talk and actively participating in discussions. I will also focus on improving my communication skills by engaging more in group activities and seeking feedback. Networking will be developed by building relationships with peers and professionals, as well as seeking opportunities for work experience. By continuing to develop these skills, I will improve my employability and work towards a successful career in social work.

Personal Brand and Employability

Developing a personal brand is essential for achieving sustainable employment in health and social care. A personal brand reflects an individual's values, skills, and professional identity.

One of my key strengths is my understanding of self-determination, which is essential in promoting independence and person-centred care. This is highly valued in organisations such as the National Health Service.

Positive self-talk has also helped me build confidence and resilience, which are important in dealing with challenging situations. This improves my ability to communicate effectively and build relationships.

Networking is another important aspect of employability. Building professional connections can lead to job opportunities and support career development. I recognise that I need to improve in this area.

Additionally, developing an online professional presence can enhance employability by showcasing skills and knowledge. Employers value individuals who are proactive and engaged.

Overall, the activities have helped me identify my strengths and areas for improvement, supporting my development as a future social worker.

References

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Week 1 Forum

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What does ambition mean to you?

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self-determination

by Charlee Dee Morris - Tuesday, 31 March 2026, 5:32 PM

Self-determination means the ability to decide your own goals, choices, and future – and act on them without being controlled by others.

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by Charlee Dee Morris - Tuesday, 31 March 2026, 5:39 PM

A boundaryless career means a career without fixed limits. A person can move between different jobs, organisations, or fields and continue learning and developing new skills.

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WEEK 6 Forum

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by Charlee Dee Morris - Thursday, 19 March 2026, 11:25 AM

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.Improved Communication and Access to Care
.provides platforms to connect with peers nationally and internationally
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How one can open doors for jobs opportunity?

by Charlee Dee Morris - Thursday, 19 March 2026, 10:41 AM

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