



BMHP5015 – Building Your Personal Brand

Component 1 Portfolio

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Task 1 – Personal Brand

Personal branding is how a person presents themselves professionally to employers and colleagues. A strong personal brand can help individuals create positive opportunities and build a successful career. According to Peters (1997), personal branding allows people to demonstrate their unique skills and qualities. I believe that developing a professional and positive image is important in the Health and Social Care sector.

I believe my personal brand shows that I am caring, hardworking, and responsible. Through my studies in Health and Social Care, I have developed communication and teamwork skills. I am also adaptable and willing to learn from new experiences. I always try to be respectful and supportive when working with other people. These qualities are important when working in healthcare environments because professionals must build trust and positive relationships with service users and colleagues.

However, there are still areas that I would like to improve in the future. For example, I would like to become more confident in professional situations and improve my leadership skills. I also want to improve my English communication skills and gain more work experience in the healthcare sector. Rampersad (2008) explains that continuous self-development is important for creating an authentic personal brand.

Overall, improving my personal brand will help me become more professional and confident in my future career. I believe this will help me achieve my employment goals and move closer to my dream job within Health and Social Care.

Task 2 - Network Map and Rationale

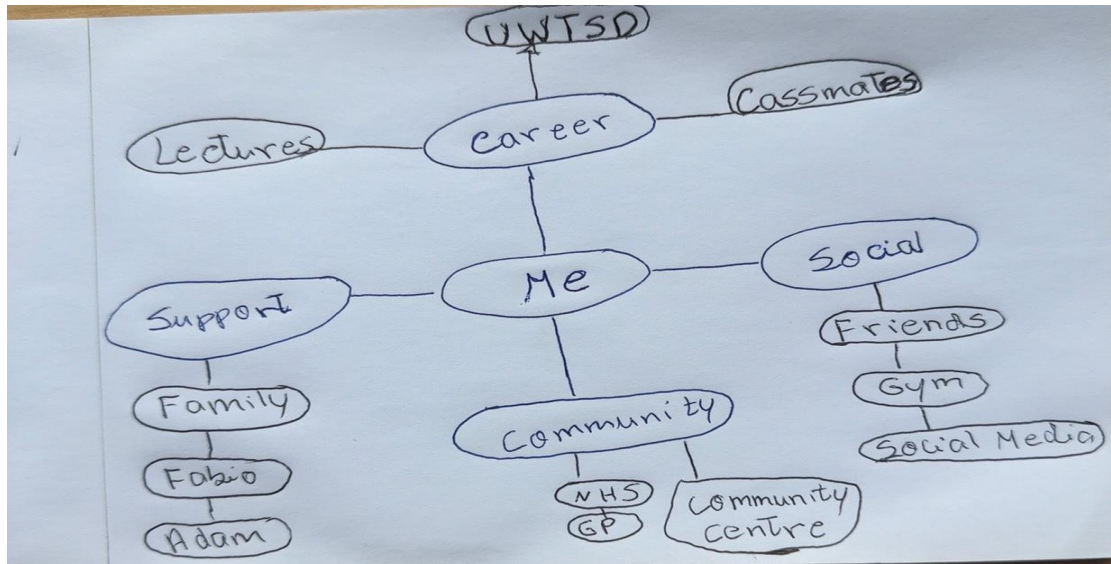


Figure 1. Personal network map.

My network includes people and organisations that support my personal, academic, and professional development. It can be divided into four main areas: career, support, social, and community. My career network includes my university lecturers, classmates, and work colleagues, who help me develop knowledge, skills, and confidence for a future career in Health and Social Care. My support network consists of my family and close friends, who encourage me during difficult times. My social network includes friends and online contacts, while my community network includes local organisations and healthcare services.

According to Putnam (2000), social capital is created through relationships that provide trust, cooperation, and mutual support. I believe my network has many strengths because I have people who motivate me, support my studies, and encourage me to achieve my career goals. These relationships represent bonding, bridging, and linking social capital, which all play important roles in personal and professional development (Woolcock, 2001).

However, I also recognise that my professional network could be stronger. Although I have supportive relationships, I have limited connections with professionals currently working in the Health and Social Care sector. Expanding my network through volunteering, attending professional events, and using professional networking platforms would increase my opportunities to gain experience and employment.

Overall, my network provides a strong foundation for my future career. By continuing to build new professional relationships while maintaining my existing support network, I will increase my confidence, develop new skills, and improve my employability within the Health and Social Care sector.

Task 3- Blog

Understanding ADHD in Children and Young People: Why Awareness Matters



Figure 1. Illustration of ADHD in children and young people.

ADHD (Attention Deficit Hyperactivity Disorder) is a condition that affects many children and young people across the UK (NHS England, 2023). However, there are still many misunderstandings about ADHD, which can make life difficult for children and their families. Increasing awareness is important because early support can improve a child's education, relationships, and overall well-being (NHS England, 2023).

Children with ADHD may experience difficulties with attention, concentration, impulsive behaviour, and hyperactivity. These challenges can affect their performance at school and their ability to build friendships. Some people wrongly believe that ADHD is caused by poor parenting or bad behaviour, but it is a recognised neurodevelopmental condition that requires understanding and support (NHS England, 2023).

Parents and carers play an important role in helping children with ADHD. Understanding the condition can help adults respond more effectively to challenging behaviour and provide the right support. Schools can also make a positive difference by using strategies such as clear instructions, structured routines, and additional learning support when needed.

In recent years, awareness of ADHD has increased in the UK. This can create stress and uncertainty for both children and parents (NICE, 2018). More families are seeking assessments and support services, and healthcare professionals are working to improve access to diagnosis and treatment. Despite this progress, many families still face long waiting times for assessments and specialist services. This can create stress and uncertainty for both children and parents.

It is important for society to continue improving understanding of ADHD. Greater awareness can reduce stigma and help children feel accepted and supported. When parents, teachers, healthcare professionals, and communities work together, children with ADHD are more likely to achieve positive outcomes and reach their full potential.

By learning more about ADHD and recognising the challenges that children and young people face, we can create a more inclusive and supportive environment for everyone.

Task 4- NHS Equality, Diversity and Inclusion

1. What is the primary goal of the NHS Equality, Diversity, and Inclusion Improvement Plan?

The main aim of the NHS Equality, Diversity and Inclusion Improvement Plan is to make the workplace fair, inclusive and respectful for everyone. It seeks to ensure that all staff have equal opportunities and are treated fairly, whatever their background.

2. How does the NHS EDI Improvement Plan propose to tackle the gender pay gap?

The plan aims to reduce the gender pay gap by improving equality in recruitment, promotion and career development. It also encourages organizations to monitor workforce information and take action where inequalities are identified.

3. What is meant by the term 'intersectionality' as used in the NHS EDI Improvement Plan?

Intersectionality describes how different parts of a person's identity, such as race, gender, age or disability, can overlap and influence their experiences. These combined factors may increase the risk of discrimination or unequal treatment.

4. Why is it important for the NHS to create a psychologically safe work environment?

A psychologically safe workplace encourages staff to speak openly, ask for help and report concerns without worrying about blame or unfair treatment. This supports staff wellbeing and helps improve patient care.

5. How does the NHS EDI Improvement Plan suggest improving the experience of internationally recruited staff?

The NHS recommends providing effective induction, mentoring and ongoing support for internationally recruited staff. These actions help them settle into their roles, feel respected and have the same opportunities as other employees.

6. What role does leadership play in advancing EDI objectives according to the NHS Improvement Plan?

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7. Identify one way the NHS EDI Improvement Plan aims to reduce health inequalities within the workforce.

One approach is to provide equal access to learning, training and career progression. This helps ensure that every member of staff has the opportunity to develop professionally.

8. Why does the NHS EDI Improvement Plan emphasise the importance of collecting and analysing data on protected characteristics?

Collecting workforce data helps organizations understand where inequalities exist and measure whether improvements are being made. This information supports better decision-making and fairer policies.

9. Explain how flexible working policies can contribute to equality and inclusion in the NHS workforce.

Flexible work helps staff balance their work with personal responsibilities. It also makes employment more accessible for people with different needs, improving equality and staff satisfaction.

10. What is one strategy mentioned in the NHS EDI Improvement Plan to combat bullying and harassment in the workplace?

One important strategy is to encourage staff to report bullying or harassment and make sure every concern is investigated fairly and dealt with promptly.

Task 5- A Letter to Yourself

Dear Younger Me,

I know that there were times when you felt overwhelmed, worried, and unsure about the future. Moving to a different country, raising children, studying, and managing daily responsibilities were not always easy. There were moments when you doubted yourself and felt that you were not strong enough to overcome the challenges in front of you.

Looking back now, I want you to know that you were stronger than you realised. One of the most important things I have learned is the value of resilience. Resilience is the ability to keep going even when life becomes difficult. Every challenge you faced helped you grow and become more confident. Although you did not always believe in yourself, you continued moving forward and never gave up.

I have also learned about emotional intelligence. Understanding and managing emotions is an important skill. If I could give you advice, I would tell you to be kinder to yourself and not be afraid to ask for support when you need it. It is okay to feel stressed or anxious sometimes. What matters is how you respond to those feelings and learn from them.

You do not need to have all the answers straight away. Trust yourself, be patient, and celebrate your progress. Every step you take brings you closer to your goals. The difficult times will not last forever, but the strength and experience you gain from them will stay with you.

Keep believing in yourself. Your hard work, determination, and resilience will help you achieve more than you can imagine.

Best wishes,

Your Future Self

Task 6- GANTT Chart

Goal/Task	Jan-Jun 2026	Jul-Dec 2026	2027	2028
Complete Health and Social Care Studies				
Improve English Communication Skills				
Gain Volunteering Experience				
Apply for Health and Social Care Jobs				
Attend Training Courses				
Development Leadership Skills				
Progress in Career				

GANTT Chart Explanation

This Gantt chart shows my career development plan from 2026 to 2028. During the first and second half of 2026, I plan to complete my Health and Social Care studies, improve my English communication skills, gain volunteering experience, and attend training courses. In 2027, I will apply for Health and Social Care jobs while continuing to develop my communication and leadership skills. By 2028, I aim to progress in my career and continue my professional development. This plan helps me stay organized, focused, and motivated to achieve my future career goals.

Task 7- Making Changes- Report

If I were managing a care home, I would introduce a staff training programme focused on communication skills and person-centred care. This change is important because good communication improves the quality of care and helps staff build positive relationships with residents. Person-centred care also supports dignity, respect, and individual needs (NHS England, 2023).

The first step would be to identify staff training needs by speaking with employees and gathering feedback. Regular training sessions would then be planned and delivered throughout the year. Staff would be encouraged to take part, share experiences, and reflect on their practice. Progress would be checked through observations, resident feedback, and staff performance reviews.

Successfully introducing this programme would require leadership, communication, and problem-solving skills. Leadership is needed to motivate staff and guide them through the change. Communication skills are important for explaining the purpose and benefits of the programme. Problem-solving is also needed because challenges may happen during implementation. Skills for Care (2023) explains that continuous staff development helps improve care quality and supports professional growth.

Some challenges could affect the success of the programme. For example, some staff may resist change because they are comfortable with existing routines. Time and budget limitations may also affect training opportunities. To reduce these barriers, staff involvement, clear communication, and ongoing support would be provided.

Lewin's Change Management Model can support this change. The first stage, unfreezing, involves preparing staff and explaining why the change is needed. The second stage, change, is when the training programme is introduced. The final stage, refreezing, involves making the new practice part of everyday routines (Lewin, 1951).

In conclusion, this training programme would improve the quality of care provided to residents while supporting the professional development of staff members.

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