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Programme: BSc (Hons) Health and Social Care

Module: Changemakers: Employment Building your Personal Brand for Sustainable

Module code: BMHP5015_BIRM

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INTRODUCTION:

In this assignment I will be exploring how I have enhanced my knowledge within the module Changemakers: Building a Personal Brand for Sustainable Employment module, through attending my lectures. In this assignment I will be integrating aspect from each of the four units: pursuit of happiness, brand you, it is a small world and opportunity knocks. This assignment will also include how these units have further developed my employability skills. I have learnt a plethora of skills with this module which are integral to my future success in health and social care, these skills will also be extremely in a health and social care setting. I will also be constructing a personal development plan which will include how I plan to develop skills in my chosen field. These skills I have learnt in the duration of this course, have not only caused me to subsequently become an improved student but have also allowed me to be a better person in finishing my daily tasks.

UNIT 1- BRAND YOU:

This unit offers a different perspective as to what a brand is, making you as an individual a brand, this allows for deeper development for future work. In this unit four topics are explored, and these are: ambition is critical, what drives you and boundaryless skills. The topic which I wish to go into detail about is ambitions is critical. As I believe it to be true and being a proponent of hard work and ambition will lead to success in an individual's career and academic life.

AMBITION:

Ambition is defined as a strong will to achieve something, whether that be power, wealth or fame (Cambridge Dictionary, 2023). Ambition creates a strong desire to improve and achieve, always striving for more. It also motivates you to work-harder and face your fears head-on, ambition also allows for an individual to feel more fulfilment in life as they may feel that they are gaining more out of life and chasing their purpose (Perry, 2022).

One of the many valuable skills I have learnt in this topic is being authentic as authenticity is what separates yourself from everybody else, this therefore means that you as an individual will stand out amongst a crowd of people making you a more valuable team member.

Ambition has also taught me to be a better student, this will be useful in the future in aiding me to complete my course. Ambition also drives me to attend my lectures on time, complete my assignments, be more organised, these are all important skills as they allow me to do my course alongside other important things in my life such as: going to work and other daily tasks which I must complete.

Therefore, ambition is the topic I have chosen as it resonates the most with me, as I believe ambition can drive an individual to cross boundaries, they never thought they could have, or did not know where there to begin with.

UNIT 2- IT IS A SMALL WORLD:

In this unit I learnt the importance of how my network around me could potentially allow me to prosper and be successful for the future. A good network allows for an individual to learn something or complete something which they initially had no knowledge of doing. It is therefore important to meet with people and be acquainted with individuals who have a large skillset as this will in turn develop your skill set and expand your brand. Many successful business individuals are successful due to their network, they usually know individuals who can do something useful for them for their business to grow.

In this unit there are 4 topics, and these are: no one is an island, variety is a spice of life, network society and making connections. The topic I wish to touch upon is no one is an island

NO ONE IS AN ISLAND:

In this topic I have learnt many valuable skills, for example the benefits of mapping your network and evaluation, evaluating your network allows for personal and professional development. Networking is a great way to get yourself out in the public, it makes an individual noticeable which builds room for partnership and later development in your career (Cole, 2019).

There could also be a new opportunity or avenue for you to take through networking, networking also allows for an individual to stay on top of their industry, it can also repay you later in your career on a regular basis (Augustine, 2018). Networking also teaches individuals how to be more social and how to interact with other people, building confidence and many other benefits, these skills are imperative to be successful and dominant in any chosen career path.

UNIT 3- OPPURTUNITY KNOCKS:

In this unit I learnt how to build my skill set for future employability opportunities, I also learnt the importance of my online presence in the modern world where many pathways are online. I was also taught the importance of trying to capitalise on the uncertainty of life's direction. There are 4 topics in this unit, and these are: creating your own luck, identifying career opportunities, open doors and me.com. The topic I intend to write about is identifying career opportunities.

IDENTIFYING CAREER OPPURTUNITIES:

In this topic I understood the importance of knowing what goals you want from the career path you have chosen. In the modern world where things are evolving daily it is becoming

more difficult to find opportunities, however there are companies and websites such as LinkedIn which have made it easier, making an account and networking with individuals who are related to your desired position can ameliorate your situation making it easier to land the career you wish to achieve (LinkedIn, 2013).

For an individual to identify a career which is ideal for them they must take a deep introspection into their skills and qualities, look at different career pathways which suit these skills, decide on what they wish to embark on and then set goals which are achievable (Higginbotham, 2021).

According to Laura Berman Fortgang individuals should look at positive life events in which they felt awe and then re-interpret these moments for their current situation and skillset (Fortgang, 2015). She explains that although it may take time and energy once you have found these moments and converse with individuals who have similar interests and skillset new opportunities will arise and you will find a career pathway suited to you. It is therefore important for individuals to identify their current skills and want before they proceed into any career pathways, this way you will ensure this is the correct pathways for you.

UNIT 4- THE PURSUIT OF HAPINESS:

In this unit I learnt skills which will enable me to be resilient in the times of adversity. This is imperative as there will be moments of difficulties over the duration of my course and it is a must for me to persevere on a difficult path, for me to become successful and complete my course and become an augmented employee candidate. In this unit there are 4 topics: future me, passion and perseverance, plan, prepare, perform and career role models. The topic I wish to talk about is future me as I believe this topic to be the most important out of the 4, due to it teaching the power of positive thoughts and believing in your own ability.

FUTURE ME:

I believe that being positive is great for your personal brand as an employee, as it highlights the trust you have in your own hard-work and dedication, these positive thoughts will reveal themselves in work making individuals better candidates.

There are also general positives for an individual's life with positive thinking such as: increased lifespan, lower rates of depression, lower levels of distress, augmented resistance to illness, reduced risk of cancer and much more (Mayo Clinic Staff, 2022). These also make individuals better candidates for employment, as healthier individuals mean that they will provide a better quality of work and be of more benefit. Positive thinking also allows for better decision-making, augmented social interactions, an overall improved work-environment and more resiliency (Castrillon, 2023).

This topic also made me consider the reasons as to why I chose to go to university and what I can expect back once finishing my course, whether that be trying to achieve a better job or challenging myself intellectually. This is important as with any life decision we should question the reasons as to why we are undertaking a certain path.

CONCLUSION:

In conclusion I have learnt many great skills which have ameliorated my skillset and aided me in building my brand for employment. These units and topics have not just made me a better student; however, they have also caused me to be a better person overall and I am now more able to make better life decision alongside reaching my life goals.

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Goal	Currently	Aid	Time line
Short goal: Finishing my course and receiving a degree for health and social care	I am attending university and completing a course	Going to lectures and receiving assignments to research and completing them	2025
Middle goal: Do my masters and get some work experience	After finishing my current course, I will apply for further education	Attending online seminars and researching online the opportunities available for me	After 2025
Long goal: receiving employment in health and social care	Researching jobs available for me to do such as youth worker or nurse	Contacting people who work in these industries to gain insight into what it is like	2028

This is my PDP plan, which showcases what I intend to achieve in the upcoming years during my university course and some of my plans for once I have finished university. The skills I have learnt along my course will hopefully provide me guidance on my road to success, although it is not easy, the skills I have learnt such as resilience and positive thinking will enable me to achieve whatever goals I set my mind to. I also intend to serve as an example of hard work, to those around me, I also wish to achieve greater and bigger goals as I carry on.

