

BSc (Hons) Health and Social Care

Module: Changemakers: Building your Personal Brand for Sustainable Employment

Module Code: BMHP5015

Student Name: Sandra Gomes

Student ID: 2335184

Lecturers: Caroline Salami & Christopher Mafuva

Assignment: Component 1 – Online Portfolio

Word Count: 2010

Submission Date: 13 April 2026

Introduction

This portfolio presents a reflective account of my learning and development throughout the module “Changemakers: Building your Personal Brand for Sustainable Employment”. The activities completed on the Moodle platform helped me to understand the importance of employability skills, personal branding, and professional identity within the health and social care sector.

Through these activities, I was able to evaluate my strengths and identify areas for improvement. In health and social care, professionals must demonstrate communication, empathy, teamwork, and adaptability. I identified communication as one of my strengths, particularly when supporting colleagues and interacting with customers in my workplace. However, I also recognised that I need to improve my confidence in professional writing and academic communication.

According to Gibbs’ Reflective Cycle (1988), reflection allows individuals to learn from experience and improve future practice. This module encouraged me to reflect on my actions and behaviours and apply my learning to real-life situations.

Another important topic explored in this module was personal branding. Personal branding refers to how individuals present themselves professionally and how they are perceived by others. I learned that building a strong personal brand involves demonstrating values such as professionalism, reliability, and compassion. These are essential in health and social care, where trust is fundamental.

The module also helped me to understand the concept of professional identity. Professional identity is how individuals see themselves within their profession and how they behave according to professional standards. This aligns with the Health and Care Professions Council (HCPC, 2023), which highlights the importance of professionalism, communication, and continuous development.

Overall, engaging with the Moodle activities supported my personal and professional development and helped me to understand how to build a sustainable career in health and social care. Furthermore, this portfolio demonstrates my engagement with the online learning environment and my ability to reflect critically on my development.

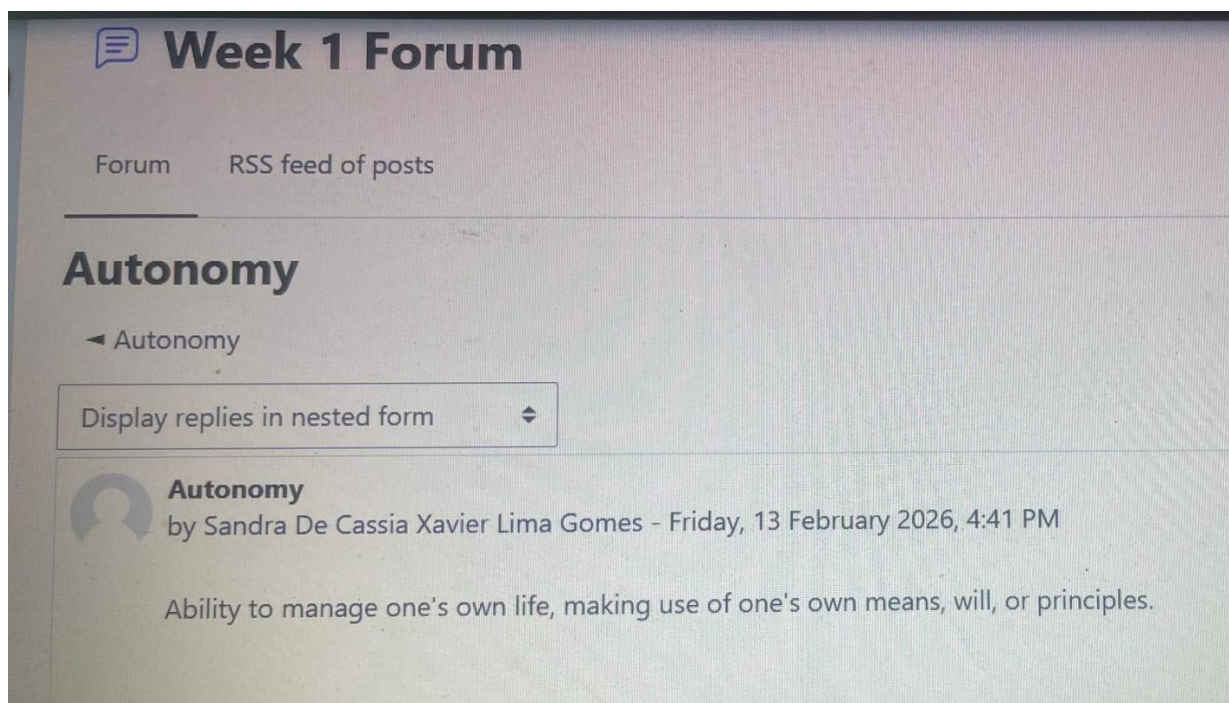
This module also helped me to recognise the importance of lifelong learning in health and social care. As professionals are required to adapt to changing environments and diverse needs, continuous self-development is essential.

Finally, this portfolio reflects my commitment to developing the knowledge, skills, and values required to succeed in the health and social care sector. It demonstrates my ability to engage with learning activities, reflect critically on my experiences, and apply theoretical concepts to practical situations. In addition, this module has helped me to develop greater self-awareness about my abilities and future career direction. By engaging with different activities, I was able to reflect on my personal experiences and understand how they influence my professional development.

This portfolio also demonstrates my ability to take responsibility for my own learning and actively participate in academic discussions. These are important skills in health and social care, where professionals must continuously reflect on their practice.

Overall, this experience has increased my confidence and helped me to better prepare for future employment within the health and social care sector.

Activity 1 – Autonomy



Ability to manage one's own life, making use of one's own means, will, or principles.

Reflective Note

This activity helped me to understand the concept of autonomy and its importance in health and social care practice. Autonomy refers to an individual's ability to make their own decisions and have control over their own life.

In health and social care, respecting autonomy is essential because service users have the right to make choices about their care and treatment. As a future professional, I understand that I must support

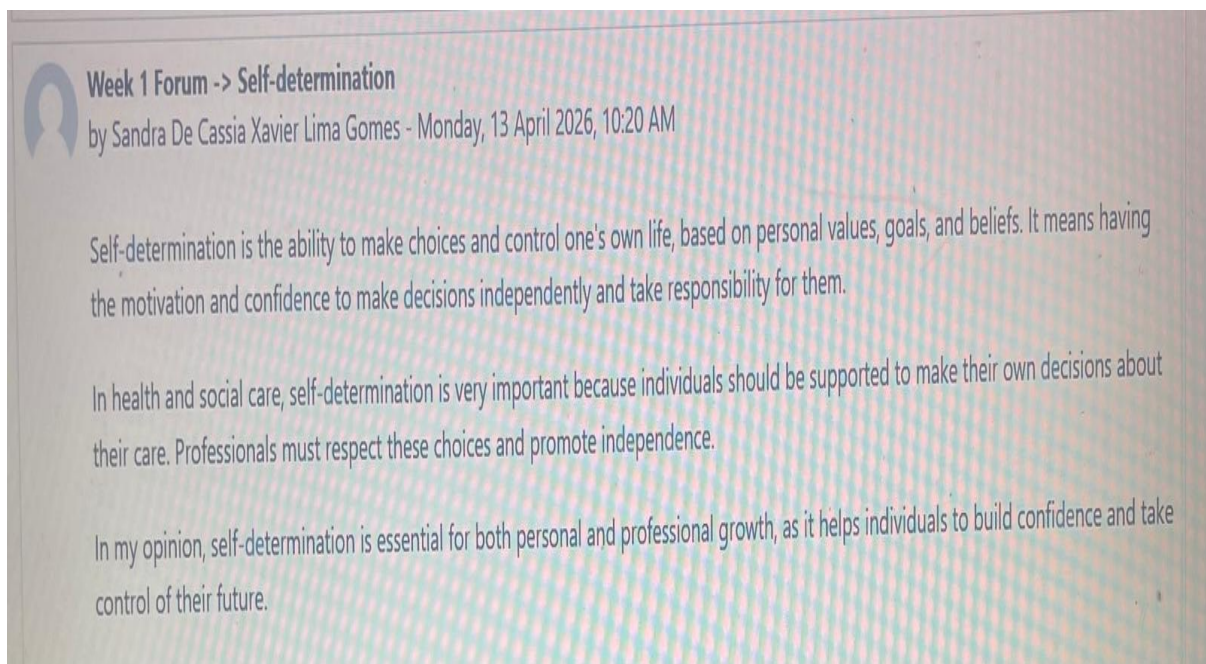
individuals in making informed decisions, even when their choices may differ from my personal opinions.

Reflecting on this activity, I realised that autonomy is also important in my own life. As a student and a mother, I often make decisions that affect both myself and my family.

According to Beauchamp and Childress (2019), autonomy is a key ethical principle in healthcare. Autonomy is also closely linked to respect and dignity in care. Supporting individuals to make their own decisions helps to promote independence and improve their quality of life.

This activity helped me to understand that respecting autonomy is not only an ethical responsibility but also an important part of providing effective and person-centred care.

Activity 2 – Determination



Persistence to achieve goals with effort and determination.

Reflective Note

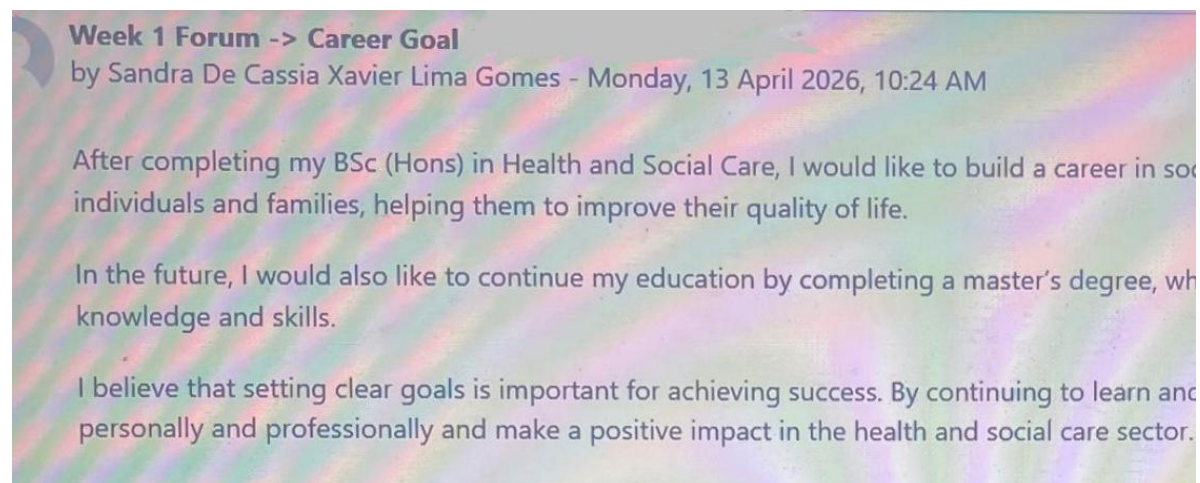
This activity helped me to understand the importance of determination as a key employability skill. Determination refers to the ability to stay focused and continue working towards goals, even when facing challenges.

In health and social care, professionals must remain committed despite emotional and physical challenges. Reflecting on my life, I recognise that determination has been essential in balancing my studies, work, and family responsibilities.

According to Duckworth (2016), determination is a key factor in long-term success. Determination is also important for overcoming barriers and adapting to difficult situations. In health and social care, professionals must remain strong and committed even when facing emotional challenges.

This activity helped me to recognise that determination is a key skill that will support my success in both my studies and future career.

Activity 3 – Career Reflection



Before starting my career as a social worker, I want to attend lectures, forums, and gain voluntary experience.

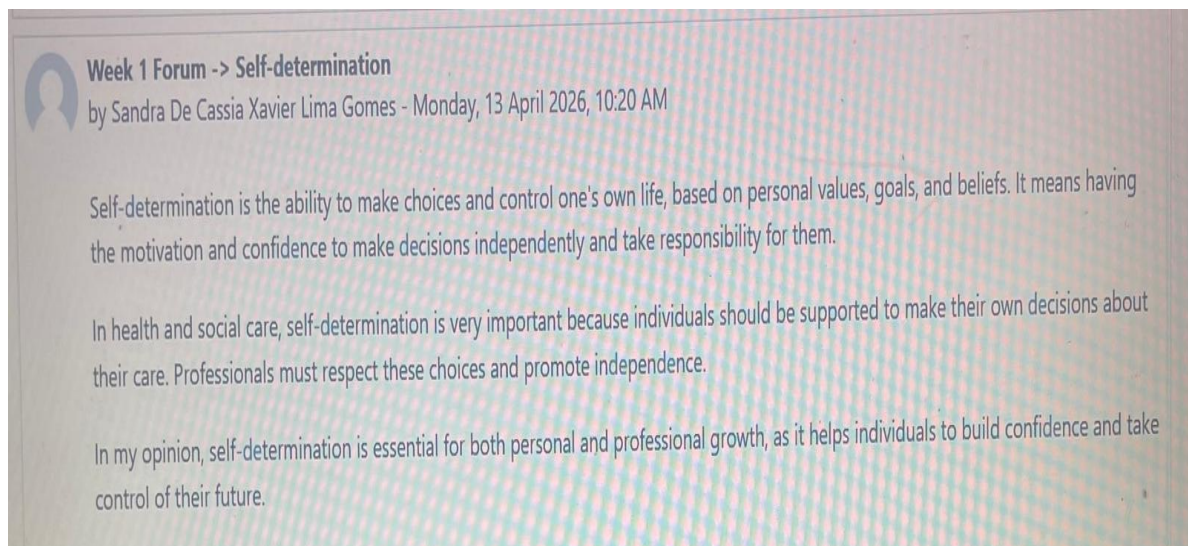
Reflective Note

This activity encouraged me to reflect on my future career goals. Continuous learning is essential in health and social care.

My ambition to pursue a master's degree shows my commitment to professional development. According to the NHS (2023), ongoing training is essential for maintaining high standards. Determination is also important for overcoming barriers and adapting to difficult situations. In health and social care, professionals must remain strong and committed even when facing emotional challenges.

This activity helped me to recognise that determination is a key skill that will support my success in both my studies and future career.

Activity 4 – Self-determination



Self-determination is the ability to make choices and control one's life.

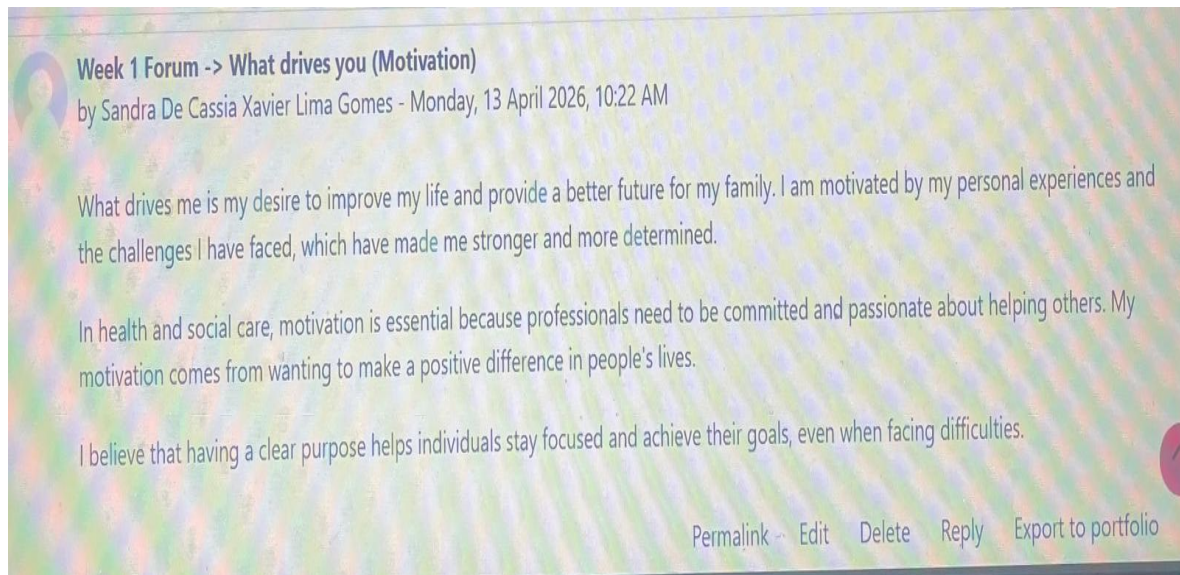
Reflective Note

This activity deepened my understanding of self-determination. It is essential in promoting independence and dignity in health and social care.

According to Deci and Ryan (2000), self-determination is a key factor in motivation and development. Gaining experience through volunteering will also help me to develop practical skills and build confidence when working with others. This is particularly important in health and social care, where real-life experience is essential.

This activity helped me to understand that preparation and planning are important steps for achieving long-term career goals.

Activity 5 – Motivation



What drives me is my desire to improve my life and provide a better future for my family.

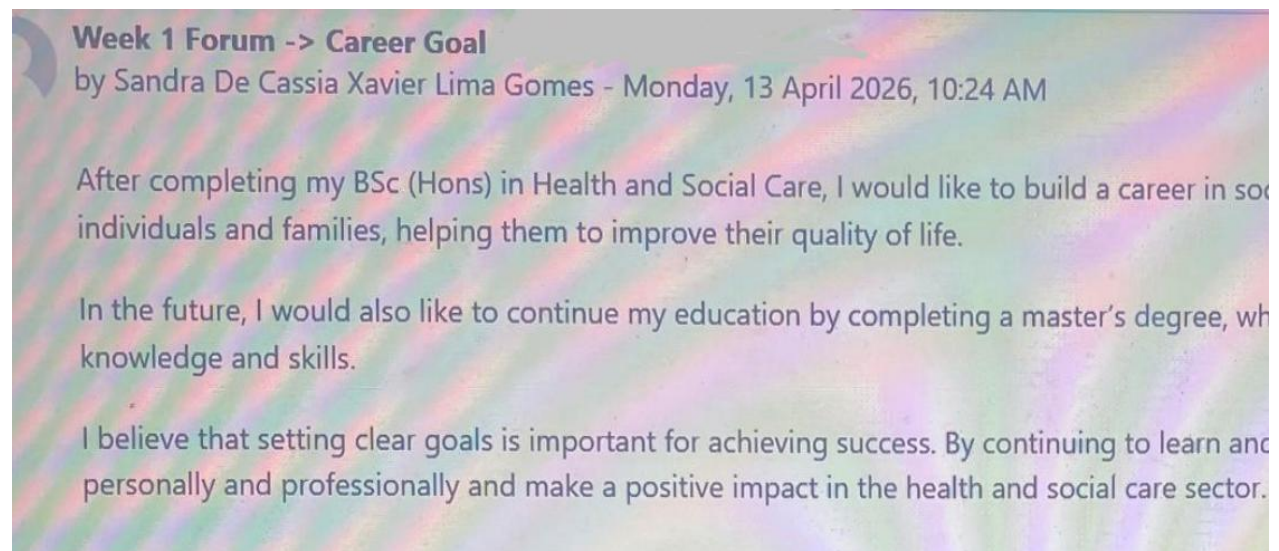
Reflective Note

This activity helped me to reflect on my motivation. In health and social care, motivation is essential for maintaining commitment.

According to Maslow (1943), motivation is linked to human needs and personal fulfilment. Promoting self-determination also requires professionals to provide support without taking control away from individuals. This balance is essential in maintaining independence and respect.

This activity helped me to understand the importance of empowering individuals in health and social care settings.

Activity 6 – Career Goals



My goal is to build a career in social work and continue my education.

Reflective Note

This activity helped me to reflect on long-term goals. Setting clear goals is essential for success.

According to Locke and Latham (2002), goal setting improves performance and motivation. Motivation also helps individuals to stay focused and continue working towards their goals, even when facing difficulties. It plays an important role in maintaining consistency and commitment.

This activity helped me to understand that having strong motivation will support my personal and professional development. Setting clear goals allows individuals to measure their progress and stay motivated. It also helps to create a clear direction for the future.

This activity helped me to understand that planning ahead is essential for building a successful and sustainable career.

Replies to Colleagues

**Autonomy**
by Mame Diarra Faye - Thursday, 19 February 2026, 10:44 AM

It means the power and flexibility to make your own decisions is what it means to be autonomous.
Autonomy in the context of health and social care refers to an individual's right to participate in choices for their own life, support, and care. The idea is to recognise each person's autonomy, choices, and authority over their own life, settings for person-centred care.

[Permalink](#) [Reply](#)

**Re: Autonomy**
by Sandra De Cassia Xavier Lima Gomes - Monday, 13 April 2026, 10:54 AM

I really liked your explanation of autonomy, especially how you described the importance of making your own decisions.

I agree that autonomy is essential in health and social care, as individuals should have control over their own lives and care choices. This is a key part of person-centred care.

Your post helped me to better understand how autonomy supports independence and respect for individuals. Thank you for sharing your thoughts.

[Permalink](#) [Show parent](#) [Edit](#) [Delete](#) [Reply](#) [Export to portfolio](#)

**Self-determination**
by Bernarda Candido - Friday, 13 February 2026, 5:02 PM

Self-determination is the right and ability to make one's own choices and control one's own destiny without external interference.
To have the power to make your own life choices, set goals, and act on them.

[Permalink](#) [Reply](#)

**Re: Self-determination**
by Sandra De Cassia Xavier Lima Gomes - Monday, 13 April 2026, 10:44 AM

I really liked your explanation of self-determination, especially how you highlighted the importance of making your own choices and controlling your own life.

I agree that having the ability to set goals and act on them is very important, especially in health and social care where individuals should be supported to make their own decisions.

Your post helped me to better understand how self-determination is linked to independence and personal growth. Thank you for sharing your ideas.

[Permalink](#) [Show parent](#) [Edit](#) [Delete](#) [Reply](#) [Export to portfolio](#)

Reflective Note

Engaging with other students through forum replies helped me to reflect on different perspectives.

The discussion on autonomy and self-determination reinforced the importance of person-centred care. These interactions improved my communication skills and confidence. These interactions also helped me to improve my ability to communicate clearly and respectfully with others. In health and social care, teamwork and communication are essential skills.

This activity helped me to understand the importance of listening to others and learning from different perspectives.

Activity 7 – Personal Branding Exercise

My personal brand is based on my values, experiences, and qualities. I am a caring and determined individual.

Reflective Note

This activity helped me to identify my strengths and areas for development. Personal branding is important in health and social care as it reflects professionalism and values.

According to Rampersad (2008), developing a personal brand requires self-awareness.

Activity 8 – Professional Identity Reflection

My professional identity is shaped by my values, experiences, and future goals. I see myself as someone who is developing into a caring and responsible professional.

In health and social care, it is important to follow professional standards and behave in an ethical and respectful way.

This activity helped me to understand that professional identity develops over time through experience, reflection, and learning.

Developing a strong professional identity will help me to become more confident and effective in my future role.

References

Gibbs, G. (1988) *Learning by Doing*. Oxford: Oxford Polytechnic.

Rampersad, H. (2008) *Authentic Personal Branding*. Charlotte: Information Age Publishing.

Health and Care Professions Council (HCPC) (2023) *Standards of conduct, performance and ethics*.

Beauchamp, T. and Childress, J. (2019) *Principles of Biomedical Ethics*. Oxford: Oxford University Press.

Maslow, A. (1943) *A theory of human motivation*. Psychological Review.

Duckworth, A. (2016) *Grit: The power of passion and perseverance*.

Deci, E. and Ryan, R. (2000) *Self-determination theory*.

Locke, E. and Latham, G. (2002) *Goal setting theory*.