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Introduction

The following report summarises my experiences while completing the four units from the "Changemakers: Building Your Brand for Sustainable Employment" programme. It aims to demonstrate how the units helped me build my own personal and professional development through what I learned and how these concepts relate within the broader context of Health & Social Care. Each of the units provided opportunities for participation in online dialogue, classroom exercises, and various short assignment tasks which allowed me to reflect upon my current skill sets, value systems and future career aspirations.

Each of the four units examines distinct, yet interrelated topics. The first unit was focused on building an understanding of the concept of "personal branding" and developing a strong sense of self-awareness. The second unit provided a greater focus on creating a global network through cultural competence as well as examining how changes to and from around the globe will affect our working lives. The third unit focused on identifying opportunities, goal setting, and developing a plan for my continued development. The final unit was about developing my resilience and well-being as well as how to establish a healthy balance within demanding occupations such as those found within health and social care.

Reflection on Unit 1: Brand You

The unit previously discussed was focused around Personal Branding through one's Self Awareness and Strengths, as well as identifying one's Goals. I did not fully understand what Personal Branding was until completing this unit as I thought it only consisted of a person's appearance or behaviour. The unit taught me that Personal Branding is the way in which I promote myself to others, on the internet and to those I work with. Personal Branding also has a significant connection with my Values, what inspires my work and how I want to be viewed by others within a Health and Social Care Career. Personal Branding is the image and reputation an individual creates for him/herself via their behaviour, decision-making and conversations (Cote, 2024). As a result of completing this unit, I know that establishing a credible and authentic Personal Brand will play a critical role in developing my professional identity and enabling me to develop relationships within Social Work, where trust is paramount. Additionally, I learned to develop my self-awareness in this unit. Through my exploration of the Johari Window model, I have been able to gain insight into myself to utilise my strengths and weaknesses and identify areas of blind spots (Communication Theory, 2014).

The unit encouraged me to consider my career post study by asking me to write a plan. Initially, I wrote that my intention was to become a Social Worker, but I have also become interested in Counselling. This has prompted me to reflect on how my interests have evolved over time and led me to conclude that my personal brand is adaptable as I gain more experience within the health and social care sector. The career structure is another important concept presented within Unit 1's key learning area. The concept of "boundaryless careers" was discussed which reflects how individuals no longer remain with one employer or within one role for extended periods of time but instead transition through several different positions and organisations while acquiring varying levels of experience (Guan et al., 2019). Boundaryless careers made a lot of sense to me given the fact that many health and social care professionals transition between many different sectors such as; NHS Trusts, Charities, Private organisations and Community projects.

In addition to the "boundaryless career" concept introduced in Unit 1, I was also able to learn more about the "gig economy" as it relates to health and social care. I have come to understand that gig work is short-term, flexible, and benefits both the worker and the employer through the use of digital platforms for connecting workers with employers.

Unit 1 Screenshot Evidence

Screenshot 1: Career Goals Reflection

Changemakers: Building your personal Brand for Sustainable Employment [BMHP 5015]_LON]

← Meaning of Self-Determination

Ambition ►

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Changemakers: Building your personal Brand for Sustainable Employment [BMHP 5015]_LON]

by Charmaine Anetta Haye - Tuesday, 28 October 2025, 2:56 PM

What do you want to become, after completing the BSc in Health and Social Care degree?
be a Social Worker, but now i am thinking of Counselling. I realize i enjoyed doing it.

I started this course because i wanted to

This screenshot shows my response about what I want to become after my degree. I explained that I first wanted to be a Social Worker but now I am also considering counselling. This reflects my developing self-awareness and career identity.

Screenshot 2: Boundaryless Career

Changemakers: Building your personal Brand for Sustainable Employment

◀ Why self awareness is essential in health and social care

Changemakers: Building your personal brand for sustainable employment [BMHP 5015_LON] ▶

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Changemakers: Building your personal Brand for Sustainable Employment

by Charmaine Anetta Haye - Wednesday, 29 October 2025, 5:28 PM

What dose Boundaryless Career means?

that is not confined to a single organization or even a single occupation, and instead involves frequent movement across different employers, industries, and roles.

Aboundaryless career is a career is one

This screenshot shows my explanation of a “boundaryless career.” I described it as a career path where people move freely between organisations and roles. This helped me understand modern work patterns.

Screenshot 3: Gig Economy in Health and Social Care

Changemakers: Building your personal brand for sustainable employment [BMHP 5015_LON]

◀ Changemakers: Building your personal Brand for Sustainable Employment

Brainstorming ▶

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Changemakers: Building your personal brand for sustainable employment [BMHP 5015_LON]

by Charmaine Anetta Haye - Wednesday, 29 October 2025, 5:39 PM

What is GIG economy in health and social care?

care involves using digital platforms or agencies to find flexible, short-term work like in-home care, therapy, or elder care.

The gig economy in health and social

This screenshot shows my answer about the gig economy. I explained that it involves short-term or flexible work supported by digital platforms. This helped me think about different ways of working in health and social care.

Reflection on Unit 2: It's a Small World

Unit 2 has shown me that global connections and cultural awareness are necessary for all providers in health and social care, as well as showing how important it is to understand diversity within health and social care. This unit has helped me to see that the work done by health and social care providers is not done independently. Rather, the work is impacted by cultural differences, diverse international movements, migration and the global system in which we all live.

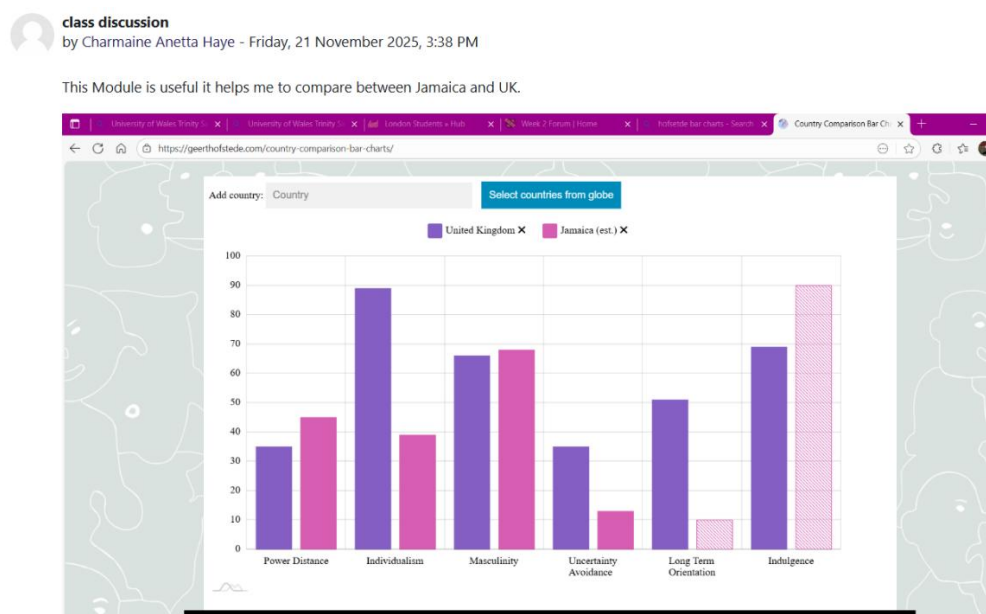
The major part of this unit was to examine how and why cultures differ throughout the world. We examined how the factual information from Hofstede's Cultural Dimensions allowed us to

make comparative studies of countries and also enabled us to see how people's behaviours and expectations are influenced by their cultural values. Cultures have a different perspective on many aspects of culture such as power distance, individualism, uncertainty avoidance, as well as other aspects of a culture (Nickerson, 2025). I made use of the Hofstede Cultural Dimensions Model to compare Jamaica with the UK as part of the on-line activities. I learned that for example, Jamaica has a higher score on the power distance dimension, which means that people in Jamaica believe and act as if a hierarchal structure is more important. In contrast, the UK has a more individualistic view of authority. This was very helpful for me, as I now understand why people from different countries may have different expectations when receiving care and support. As I participated in the learning activities for this unit, I reflected on the impact of globalisation on health and social care practice. Globalisation allows people, ideas and resources to move across borders more quickly and easily than before (Alkharafi and Alsabah, 2025). In health and social care practice, the international recruitment of nurses, or the movement of care workers around the world to work in different countries, is an example of globalisation. I found that this provides opportunities, but also poses a number of challenges.

One other area I have looked at is networking. I found out that creating local and global professional networks can help people in their careers. Networking involves not just meeting people in person, but also establishing online connections.

Unit 2 Screenshot Evidence

Screenshot 1: Jamaica vs UK Cultural Comparison



This screenshot shows the Hofstede comparison chart that I used to compare the cultural differences between Jamaica and the UK. It helped me understand how cultural values shape communication and expectations in care settings.

Screenshot 2: Networking and Making Connections



Network Society & Making Connections

by Charmaine Anetta Haye - Tuesday, 4 November 2025, 11:41 PM

Q1: Why increasing networking in health and social care is important?

Because it facilitates better patient and outcomes, enhance professional development and support, drives innovation and efficiency, and enables effective collaboration across different organisation and specialties.

Q2: How can we increase networking?

To increase networking, attend events and join organisations, nurture your existing contacts, and actively engage with new people both online and offline, focus on building genuine relationships by being interested in others, offering help, and showcasing your own value and expertise.

What is the meaning of:

- Bureaucratic
- Hierarchy

Bureaucratic relating to a system of government in which most of the important decisions are taken by state officials rather than by elected representatives.

Hierarchy a system in which members of an organisation or society are ranked according to relative status or authority.

What is networking?

Networking is the process of interacting with other people to exchange information and develop professional or social contact.

What is the meaning of persuasion?

The action or process of persuading someone or of being persuaded to do or believe something. Belief or set of beliefs, especially religious or political ones.

This screenshot shows my responses about hierarchy, bureaucracy, persuasion, and networking. I explained how these ideas influence communication and career development in health and social care.

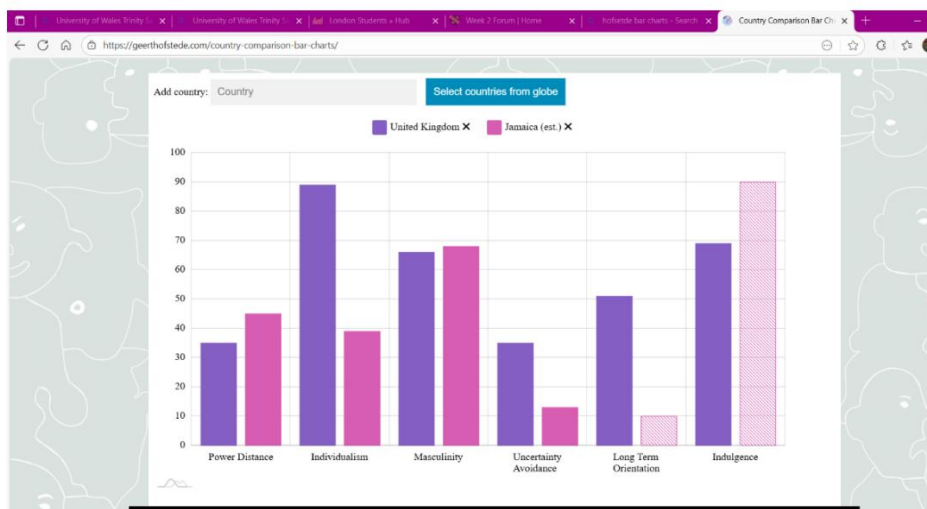
Screenshot 3: Reflection on Cultural Learning



class discussion

by Charmaine Anetta Haye - Friday, 21 November 2025, 3:38 PM

This Module is useful it helps me to compare between Jamaica and UK.



This screenshot shows my comment stating that the module helped me compare Jamaica and the UK. It reflects my understanding of global links and cultural awareness.

Reflection on Unit 3: Opportunity Knocks

Unit 3 has provided me with the tools and knowledge necessary to identify and create opportunities for my career in health and social care via goal setting, seizing chances, and the concept of the serendipity mindset. I was previously passive regarding opportunity and would rely on chance to create opportunity for myself

An important concept was the application of SMART (Specific Measurable Achievable Relevant Time-bound) goals. Writing SMART goals gives you a structured direction going forward (Day, 2025). For me, developing SMART goals assisted in creating a clear action plan of possible steps to take immediately following my graduation by creating a six-month goal to gain voluntary experience working in a counselling environment.

Unit 3 connected reflective practices with career-planning and utilised reflective practice models such as Gibbs Reflective Cycle as a foundation for examining previous experiences, extracting lessons learned, and determining how to make desired behavioural changes moving forward (McLeod, 2025). Reflections revealed missed opportunities for me and created awareness of the need to act differently on the next occasion.

The "serendipity mindset" is part of this unit and is also referred to as Planned Happenstance because it allows a student to keep accepting unexpected situations as possible learning experiences or new directions (EXECUTIVE ACADEMY, 2025).

An important aspect of Unit 3 is creating a professional online presence. A well-developed online profile is likely to lead to many opportunities to apply for internships, volunteer at health and social care agencies and gain networking contacts.

Overall, Unit 3 taught me to combine planning, reflection, openness, and online professionalism to find and create opportunities. These skills will help me move from study into practice in health and social care with more confidence and purpose.

Unit 3 Screenshot Evidence

Screenshot 1: Creating Your Own Luck / Opening Doors

Creating your own luck & Identifying Career Opportunities

◀ Sweet spot diagram skills,market n interest

Sweet spot diagram ▶

Display replies in nested form

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Creating your own luck & Identifying Career Opportunities

by Charmaine Anetta Haye - Thursday, 20 November 2025, 12:33 AM

Why changing perspective in health and social care is important? Changing perspective is crucial in health and social care because it shifts focus from a persons condition to their whole being, empowering them and leading to better, more person centered care. This approach fosters a sense of hope, builds confidence, and makes people active partners in their own care plans.

How to achieve success and find luck in the health and social care profession. Embrace continuous learning with evolving practices, technologies, and regulations. Pursue further education, attend workshops, and seek certification. teamwork and Collaboration: healthcare is a multidisciplinary effort. Your ability to work effectively with doctors, nurses, therapists, and families ensures coordinated and seamless care, strong communication skills, empathy and compassion, resilience and adaptability, respect and dignity, and seek mentorship and network.

What does serendipity mindset mean? A serendipity mindset is the ability to turn unexpected events into positive outcomes by connecting the dots between random occurrences. It is an active, 'smart luck' approach that involves being open to uncertainty and taking proactive steps to create opportunities from unforeseen moments, rather than being a passive recipient of chance.

What does stretch goals mean? Stretch goals are highly ambitious, difficult objectives that challenge people and teams to exceed normal expectations and find innovative solutions.

This screenshot shows my comment about “creating luck” by networking and volunteering. I described steps I would take to open doors in local services.

Screenshot 2: Professional Online Presence & Blogging



Open Doors & Me.com

by Charmaine Anetta Haye - Thursday, 20 November 2025, 12:43 AM

How one can open doors for job opportunities. To open doors for job opportunities, actively build your professional network through industry events and online platforms, invest in acquiring and demonstrating new skills, and strategically tailor your job applications to show genuine interest and highlight your qualifications.

Do you have any professional online presence? Yes, I have a professional online presence because it helps show my experience, skills, and commitment to good care.

Why is it essential to have a professional online presence in health and social care? It is important in health and social care as it builds trust, supports professional growth, and shows ethical and confidentiality standards are followed. Also professional development, public health communication, networking, organisational presence, maintain boundaries, protect patient, be transparent, and separate accounts.

How blogging helps in health and social care. Blogging helps health and social care by improving patient and public access to information providing social support network, and allowing professionals to establish authority and engage with their community.

This screenshot shows my post on the importance of blogging and a clear LinkedIn profile for health and social care. I explained how an online presence can lead to contacts and job leads.

Reflection on Unit 4: The Pursuit of Happiness

Unit 4 has given me a greater understanding of the impact of wellbeing, resilience, and work/life balance on my personal and professional development in relation to health and social care. The module covered key ideas related to WELLBEING, such as the PERMA Model, Emotional Resilience, Stress Management, and Healthy Boundaries (Madeson, 2017).

The most important theory I found in my research was PERMA developed by Seligman, which asserts that our overall wellbeing is based on five key pillars: Positive Emotions - Engagement - Relationships - Meaning - Achievement (Seligman, 2018). As I learned more about this model I realised that there are many different aspects of my own life, that I might perceive to be balanced, but in reality, they are unbalanced. For example, I thought that I put so much effort into fulfilling my responsibilities that I forgot the importance of doing activities that helped me experience positive emotions. Therefore, through my own reflective learning, I was able to identify a need for change, and therefore, I started to plan for small but positive changes in my life, for example, taking frequent breaks at work and devoting more time to relaxing hobbies. One key area of focus in Unit 4 was resilience, which is the ability to deal with difficulties and bounce back after a problem. Resilience is a key area in health and social care as some roles may be emotionally demanding. We examined resilience theory, highlighting the notion that resilience can be acquired via support networks, self-reflection, and healthy coping mechanisms (Moore, 2019).

The unit also provided extensive coverage of work-life balance. Additionally, the unit provided guidance on how to set up boundaries, schedule downtime, and manage your work levels through long-term preservation of your well-being. I have learned to implement basic planning mechanisms and establish "cut-off times" for studying.

The activities to develop emotional intelligence have helped me to understand how my feelings affect both my communication and decision-making processes. Overall, I gained an understanding that my overall well-being affects my professional behaviour.

Unit 4 Screenshot Evidence

Screenshot 1: Limiting Beliefs



what dose limiting beliefs mean?

by Charmaine Anetta Haye - Friday, 21 November 2025, 2:28 PM

limiting beliefs are false or mistaken assumptions and thoughts that hold you back from achieving your potential.

Screenshot 2: Topic 3



Unit 4 - Topic 3: Plan, Prepare, Perform

by Charmaine Anetta Haye - Tuesday, 2 December 2025, 12:57 AM

Q1: What was your goal?

I wanted to be a nurse.

Q2: *What was the reason for your failure to achieve your goal?*

I didn't have any confidence in myself.

Q3: *Could anti-fragile thinking have helped you to achieve a different outcome?*

Yes

Screenshot 3: Topic 4



Unit 4 - Topic 4

by Charmaine Anetta Haye - Friday, 5 December 2025, 6:20 AM

Q1: Reflect on how the benefits of having a mentor might help you to achieve your ambitions

A mentor can help achieve ambitions by providing experience-based guidance, a sounding board for ideas, and an objective perspective to help set and achieve goals.

Q2: Write about how your mentor or role model helped you to achieve a goal.

By providing guidance based on their experience, holding you accountable, and helping you develop skills and confidence.

Conclusion

In conclusion, I believe the work I have done over the four units in this module has provided me a better understanding of how I can grow both personally and professionally. Each of the Units focused on an area of knowledge that is vital to allow someone to develop a successful career in Health and Social Care. Unit 1 Allowed me to know more about myself, and understand my Personal Brand and identify the strengths I possess. Unit 2 enabled me to understand the way Cultural Awareness and Global Issues influence how we provide services. Unit 3 demonstrated the importance of being able to identify opportunities and the value of using structured planning to carry out action. Lastly, Unit 4 encouraged me to understand Wellbeing & Resilience, both of which are very important for working in this increasingly demanding Sector.

Taking all of the learning gained from these four units collectively has demonstrated how learning more about me, about other people, and about the broader world around me, links directly to my future career. The four units have demonstrated for me that reflection,

flexibility and open-mindedness to improvement is important in providing a safe and effective service to clients.

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