

BSc (Hons) Health and Social Care

Module: Changemakers: Building your Personal Brand for Sustainable Employment

Assessment title: Component 1: Online portfolio

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This assignment presents a reflective portfolio based on my learning throughout the module Changemakers: Building your Personal Brand for Sustainable Employment. The aim of this portfolio is to critically reflect on the knowledge, skills, and personal development I have gained and to demonstrate how these can be applied within the health and social care sector.

Unit 1, Brand You, focused on ambition, motivation, and developing a personal brand. It explored key ideas such as goal setting, autonomy, and emotional intelligence, which are essential for professional identity and employability. Unit 2, It's a Small World, examined networking, diversity, and global connections in health and social care, highlighting the importance of collaboration and building professional relationships. Unit 3, Opportunity Knocks, emphasised recognising opportunities, developing a positive mindset, and building skills such as adaptability and networking to enhance career prospects. Finally, Unit 4, The Pursuit of Happiness, explored wellbeing, resilience, and the role of mentorship and personal growth in achieving long-term career success.

This portfolio will reflect on my learning from each unit, linking theory to practice and evaluating how these experiences have supported my development as a future health and social care professional.

Unit 1, Brand You, focused on developing an understanding of personal branding and how individual values, skills, and ambitions shape professional identity. The lectures explored key topics such as ambition, goal setting, motivation, autonomy, emotional intelligence, and boundaryless careers, which contributed to my understanding of how to present myself as a future health and social care professional. This unit encouraged me to reflect on my strengths and how these can support my future career.

One of the key concepts I learned was personal brand identity. Before studying this unit, I believed personal branding was mainly about external presentation, such as appearance or social media presence. However, I now understand that it involves a deeper awareness of my values, ambitions, and professional goals. Personal branding has been defined as the process of establishing a unique professional identity and reputation (Gorbatov et al., 2018). The lectures on ambition and goal setting highlighted the importance of having clear career objectives and motivation, supported by concepts such as autonomy, mastery, and purpose. This helped me reflect on the type of health and social care professional I want to become.

Another important concept was emotional intelligence and self-awareness. Emotional intelligence refers to the ability to understand and manage both personal emotions and the emotions of others, which is essential in health and social care settings. It enhances communication, improves job performance, and supports resilience in high-pressure environments (Hashmi et al., 2024). Through activities such as the emotional intelligence quiz (see Figure 1), I became more aware of my communication style and emotional responses. This made me realise that personal branding is not only about skills and knowledge but also about how I interact with patients and colleagues.

A third concept explored was professional identity within a boundaryless career. The lectures introduced the idea that careers are no longer fixed within one organisation or role but can evolve across different settings and opportunities. This changed my perspective, as I now understand the importance of adaptability, continuous learning, and transferable skills in health and social care.

Overall, Unit 1 changed my understanding of personal branding by showing that it is an ongoing process of self-reflection and development. It helped me recognise the importance of aligning my values, skills, and behaviours with my professional goals.

Figure 1: Emotional Intelligence Quiz Result

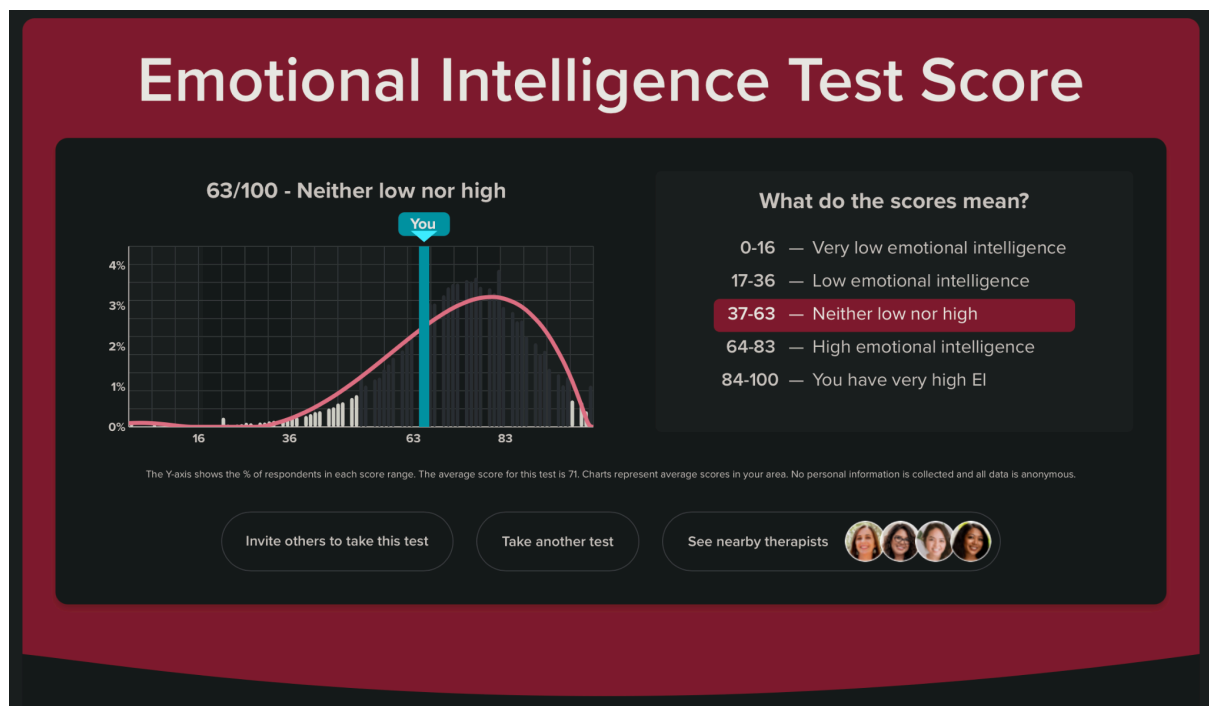


Figure 2: Moodle forum post – Career goal

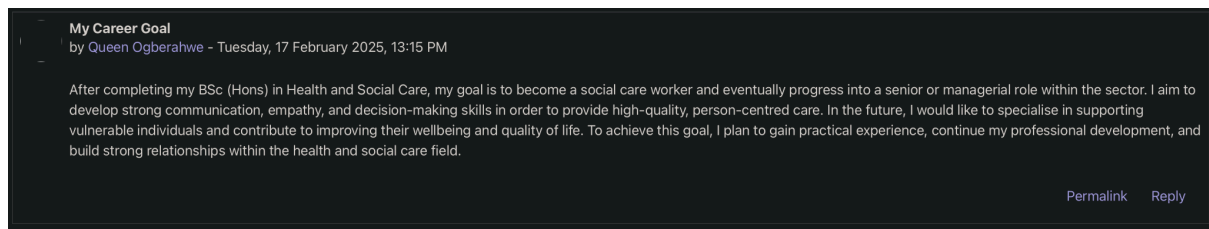
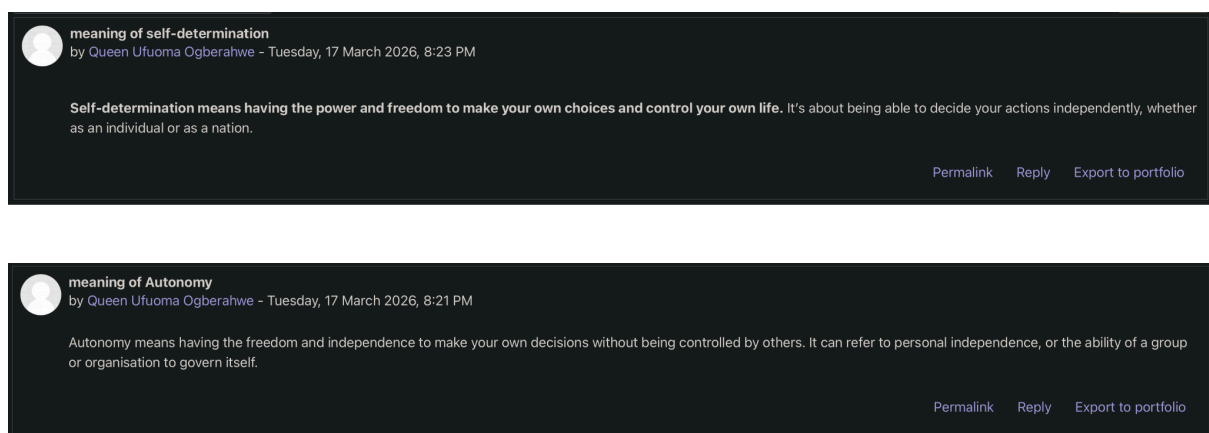


Figure 3: Moodle forum response – Autonomy and self-determination



Unit 2, It's a Small World, focused on developing an understanding of global connections and the importance of networking within health and social care. The lectures explored key topics such as networking, diversity, evaluation, and the concept of a network society. These topics helped me recognise how interconnected health and social care systems are and how collaboration between professionals, organisations, and communities can improve outcomes for service users.

One of the main concepts I learned was networking. Before this unit, I understood networking as simply communicating with others. However, I now recognise that it involves building meaningful professional relationships that can support knowledge sharing, collaboration, and career development. Networking has been shown to enhance employability and professional competencies (Jacobs et al., 2019). The lectures highlighted that effective networking can improve health outcomes by enabling professionals to work together across organisations and disciplines.

Another important concept was diversity within networks. I learned that connecting with people from different backgrounds, professions, and experiences can enhance creativity and

problem-solving. Diverse networks allow health and social care professionals to understand different perspectives, which is essential when working with individuals from various cultural and social backgrounds. This helped me realise that stepping outside my comfort zone and engaging with a wider range of people can improve both my personal development and professional practice.

A further concept explored was the network society and making connections. The lectures explained how modern healthcare relies on interconnected systems, where information and resources are shared across different services and organisations. For example, collaboration between the NHS, social services, and community organisations can lead to more effective and coordinated care. Continuous professional development also plays an important role in maintaining employability and adapting to changes within healthcare systems (Shiri et al., 2023).

Through the online activities (see Figures 4–6), I reflected on my own networking skills and identified areas for improvement. These activities helped me understand the importance of building professional relationships and developing communication skills. Supporting professional development and career planning is essential for long-term success in healthcare practice (Dijkhuizen et al., 2018). Overall, Unit 2 has increased my awareness of global connections in health and social care and highlighted the importance of collaboration, diversity, and networking in improving patient outcomes.

Figure 4: Moodle forum response – Understanding networking

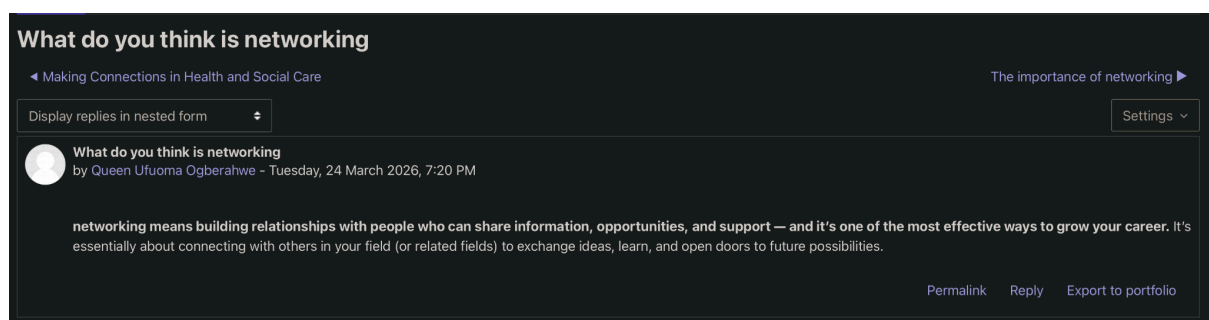


Figure 5: Moodle forum response – Sheela case study (networking application)

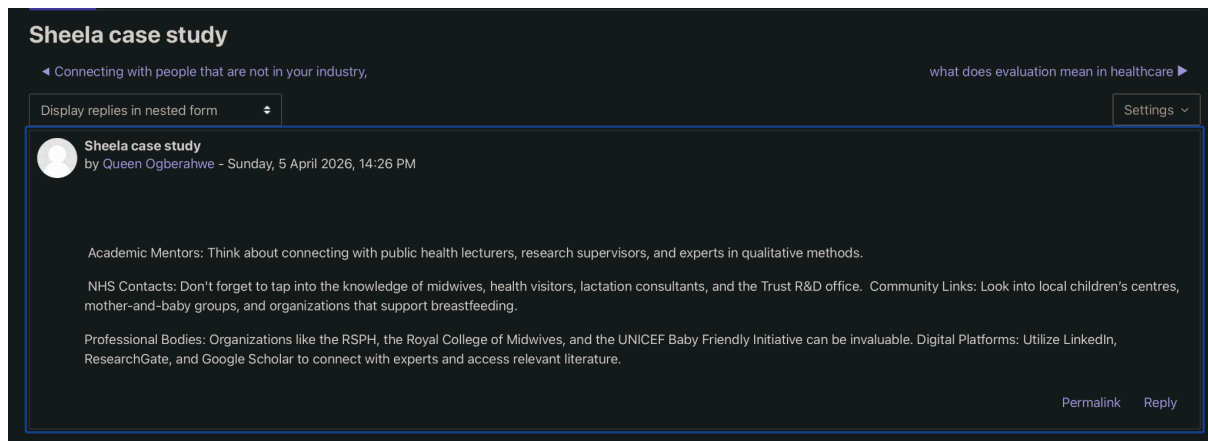
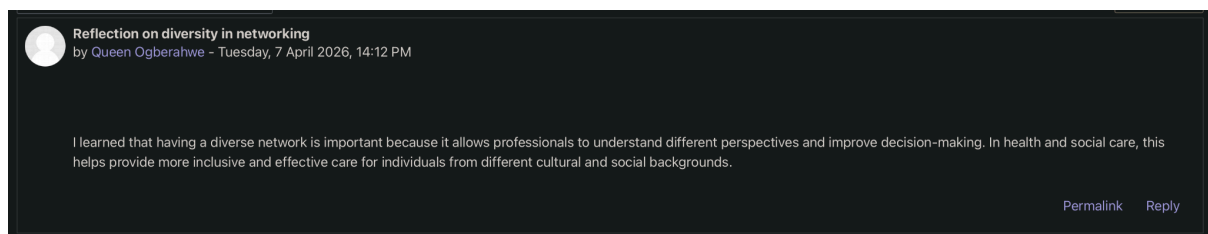


Figure 6: Moodle forum response – Reflection on diversity in networking



Unit 3, Opportunity Knocks, focused on recognising and making use of opportunities to support personal and professional development within health and social care. The lectures explored key topics such as changing perspective, the concept of a serendipity mindset, stretch goals, career planning, and modern recruitment methods. These topics helped me understand that opportunities are not always obvious and require awareness, adaptability, and proactive behaviour.

One of the key concepts I learned was the importance of changing perspective. The lectures emphasised that viewing situations differently can help individuals identify opportunities that may otherwise be overlooked. This is particularly important in health and social care, where professionals must adapt to new challenges and consider wider social factors affecting health. This made me realise that developing an open mindset is essential for recognising opportunities in both my academic and future professional life.

Another important concept was the serendipity mindset, which refers to the ability to identify valuable opportunities even when they are unexpected. I learned that opportunities are not purely based on luck but can be created through preparation, awareness, and action. Research shows that opportunity recognition is influenced by knowledge and learning processes, enabling individuals to identify and act on new opportunities (Ohlert et al., 2025). This encouraged me to engage more actively in learning, networking, and skill development.

The idea of stretch goals also contributed to my understanding of personal development. Stretch goals are challenging objectives that push individuals beyond their comfort zone and encourage growth. This links to the concept of a growth mindset, where individuals believe their abilities can be developed through effort and learning (Liu et al., 2026). This highlighted the importance of setting ambitious but achievable goals to improve my skills and confidence.

Additionally, the unit highlighted the importance of career planning and employability. I learned that building professional relationships and continuously developing skills are essential for long-term career success. Employability in healthcare is not only about gaining a job but also about sustaining employment and adapting to changes in the workforce (Leadbeatter et al., 2023). Continuous professional development also supports employability and career progression (Shiri et al., 2023).

Overall, Unit 3 helped me understand that opportunities are not simply given but must be recognised and created. It has encouraged me to become more proactive and take responsibility for my personal and professional growth.

Figure 7: Reflection on changing perspective

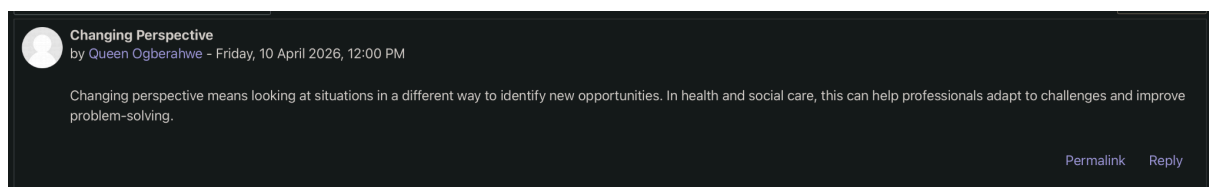


Figure 8: Reflection on serendipity and opportunity recognition

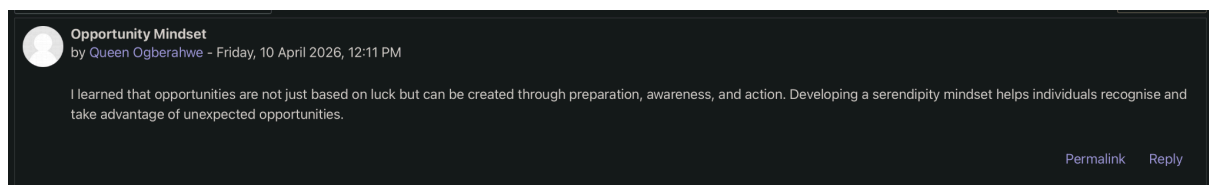


Figure 9: Reflection on career planning and employability skills



Career Planning
by Queen Ogberahwe - Friday, 10 April 2026, 12:14 PM

Career planning involves setting goals and developing skills to achieve long-term success. In health and social care, this includes improving communication, gaining experience, and continuously developing professional skills.

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Unit 4, The Pursuit of Happiness, focused on understanding wellbeing, personal growth, and the importance of adapting to change within health and social care. The lectures explored technological change, the future of employment, antifragility, social learning theory, and mentoring. This unit helped me recognise that maintaining wellbeing and continuing to develop my skills are essential for long-term success in a demanding profession.

One of the key concepts I learned was wellbeing and resilience in the workplace. Working in health and social care can be emotionally and physically demanding, so maintaining wellbeing is essential for providing effective care. Wellbeing is an important issue in the healthcare workforce because stress and burnout can affect both professionals and patient outcomes (National Academies of Sciences, Engineering, and Medicine, 2019). The concept of antifragility introduced the idea that individuals can grow stronger when exposed to challenges and uncertainty. This changed my understanding by showing that difficulties in the workplace should not only be managed, but can also create opportunities for personal and professional development.

Another important concept was the impact of technology on future employment. The lectures highlighted that digital tools and artificial intelligence are increasingly shaping the health and social care sector, requiring professionals to develop new skills and adapt to change. Technological developments are changing work environments by increasing complexity and creating a need for continuous learning and skill development (Beer and Mulder, 2020). This made me realise that adaptability is essential for remaining employable and effective in the future workforce.

The concept of mentoring and social learning theory also contributed to my learning. Social learning theory suggests that individuals learn by observing others and modelling behaviours. Mentoring can support this process by providing guidance, knowledge, and professional support, helping individuals build confidence and develop skills (Klinge, 2015). This helped me understand the importance of seeking support from experienced professionals and building relationships that can support my development.

Overall, Unit 4 reinforced the importance of wellbeing, adaptability, and continuous learning in health and social care. It highlighted that personal growth is an ongoing process that requires resilience and the ability to learn from others.

In conclusion, this module has significantly contributed to my personal and professional development. Across all four units, I have developed a stronger understanding of personal branding, global connections, opportunity recognition, and wellbeing. These skills will support my future career by helping me communicate effectively, build professional relationships, recognise opportunities, and maintain resilience in challenging environments. This knowledge will enable me to become a more effective and reflective health and social care professional.

Figure 10: Reflection on wellbeing and resilience in health and social care

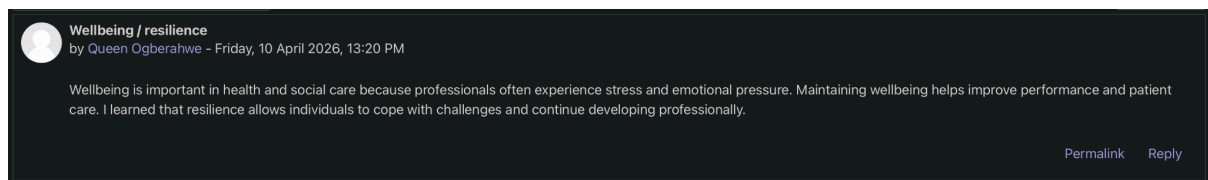


Figure 11: Reflection on technology and future employment

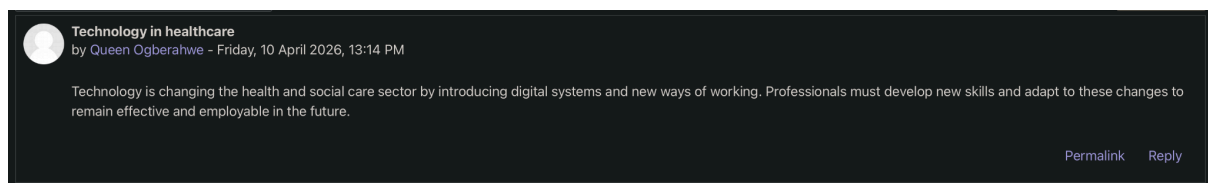
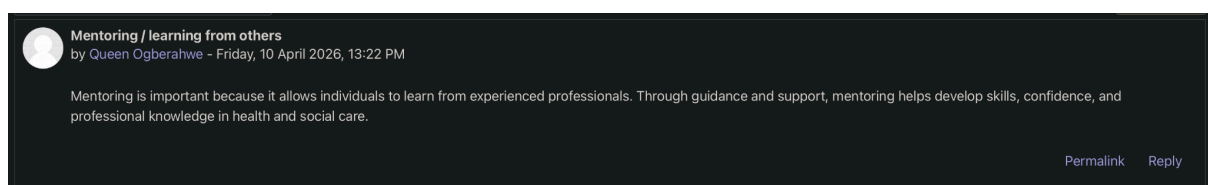


Figure 12: Reflection on mentoring and professional development



This module enhanced my understanding of key concepts related to personal and professional development within health and social care. Across the four units, I developed a deeper awareness of personal branding, global connections, opportunity recognition, and wellbeing. I realised that building a strong professional identity, developing effective networks, and recognising opportunities are essential for career progression in a constantly changing sector. This challenged my previous assumption that success is mainly based on

qualifications, as I now understand the importance of skills such as communication, adaptability, and self-awareness.

However, a limitation of some concepts, such as networking and opportunity recognition, is that they require confidence and experience, which may take time to develop. This is important because professionals must actively engage in continuous learning to fully benefit from these approaches. In practice, this could be applied by seeking mentorship, engaging in professional networks, and reflecting on personal development regularly.

Overall, the knowledge and skills gained from this module will support my future career by enabling me to become a more reflective, adaptable, and effective health and social care professional.

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