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Introduction

A personal brand that shows the individual's unique self. For example, by showing what the individual stands for one should show what makes them stand out of the crowd by showcasing their skills, experiences, and values. As a result, can help increase visibility for future employers as well as, increase their career opportunities and better growth

(Orduna, 2022). To set my success in my future career working in public health whether I have a degree or not, I need to build my personal brand to show what makes me unique from other individuals applying for the same role however, to create a personal development plan to be a success I need to focus on what my ambitions are.

Unit 1: Brand new

'Brand you' describes that everyone is unique.

1.1 Ambition is critical

Ambition can be described as a strong desire to achieve particular goals and personal development in an individual's life. Furthermore, motivation and determination help an individual to set clear goals also, have that internal drive that drives them to success as well as, to reach the top (Market Business News, n.d.).

To illustrate, my ambition was to complete level 4 Cert Health and social care level 4 however, I had no clear goals for my future career or who I wanted to be. Never less, I passed with merit as a result, this gave me the determination and motivation to set goals in my life. For instance, I found SMART to be useful for me to achieve this. Herrity, (2019) noted SMART is a method to help an individual set clear goals SMART stands for specific, measurable, achievable, relevant, and time-bound which are essential to great success. In addition to this SMART evaluates what an individual is trying to achieve by noting what actions are needed to achieve that goal.

1.2 What drives you?

Flow is an optimal psychological state which can be experienced in any activity furthermore, flow helps an individual's state of mind, therefore, can increase motivation, happiness, satisfaction, growth, and self-actualization. Flow can be achieved when an individual is engaged in an activity that is both demanding and challenging. Never an individual works better when challenged (Verywell Mind, n.d.). When an individual is in the state of flow

higher levels of dopamine begin in the individual's brain, Dopamine supports feelings of motivation, and pleasure and acts as a reward system (Gepp, et al, 2022.). For example, I must show autonomy by setting my goal for instance, to work in public health I will need a degree so for this reason university is my priority. Furthermore, mastery is where I will challenge myself to reach that point to become successful finally, a purpose which will see me gaining a degree in health and social care and then applying for my master's degree.

1.3 Boundaryless careers

Boundary careers allow individuals to move across different employers and jobs to develop their careers, advance their skills, and gain more experience (Marcr, n.d.). The gig economy has become increasingly popular among individuals searching for a change of career it allows individuals to work from home, part-time or temporary positions as well as, offering flexibility and room for development (Chappelow, 2022). On the contrary, Chappelow, (2022) states that despite the benefits of the gig economy it can also, be harder for full-time employees to develop their careers additionally, can affect an individual's work-life balance, sleep disruption, and no time for family time or daily activities. From my reflection although the economy gig has its positives as stated I feel

Unit 2 It's a small world

2.1 No one is an island

This topic discusses why having a strong personal network is important to ones career for example, building a strong personal network with people we trust for example family, friends, co-workers or friends from the community can help the person to grow in their career as well as, offer support and guidance which can boost an individuals confidence. At the same time, these connections can also, help advance to other career opportunities (Indeed Career Guide, n.d.). Furthermore, evaluating and accepting feedback from my connections can help me acknowledge my strengths and weaknesses, The strengths I have are a willingness to learn, motivation, focus, creativity, and commitment which are all important and add value to my future career in public health however, my weaknesses. Such as lack of confidence, and stubbornness need improvement.

2.2 Variety is the spice of life

The spice of life is an expression that means trying new things to gain new experiences (Anon,2016). I have recognized, to progress and be successful I need to move outside of my comfort zone for example, this topic has shown me there was a problem with how I built my

networks I was sticking with people who have the same common goals as myself therefore, too much in common and can be stuck in a rut. Therefore, to be creative I have to find innovation outside my comfort zone for this reason, to find inspiration and do something different in life I have to find other people in my network who do not think the same way as this will show new ideas and innovation.

2.2 Network society

Social networks are made up of individuals that are tied by values, visions, and ideas in other words, a social network is a map of all the people involved in public health (admin, 2010). The idea of a social network society is to engage and work collaboratively within a group of people to address issues that affect the well-being of individuals. This can also be achieved through social networking sites such as WhatsApp and other social network sites.

Unit 3 Opportunity knocks

3.1 Create your own Luck

A cynefin framework is a tool that helps assess a problem its purpose is to respond to the situations appropriately using the five domains these are; obvious, complicated, complex, chaotic, and disorders (www.mindtools.com, n.d.) Furthermore, this framework can help me to make better choices. In addition to this, 'luck is something you make for yourself' (Brower, 2022) in ways of creating my luck to build my success I will be proactive, by being prepared to change directions in my future goals as well as reach out to my networks and stay connected and to listen out for opportunities to my future career in public health this is a great way to ensure luck.

3.2 Identifying Career opportunities

One way I can identify my career opportunities is to engage with my social network of friends, employers, and colleagues for career advice and recommendations. In addition to this, I can liaise with my future employers and managers within my chosen career field as a district nurse about my career options and aspirations and ask about future opportunities to advance in new areas as a result, this can give me chances to gain and learn new experiences.

Unit 4 The pursuit of happiness

4.1 Future me

At the start of my journey at UWTSD I had limiting beliefs that I could go on further to BSc health and social care level 5/6 as for me the pressure of completing assignments by the deadline give and having a family at home at times become to much. However, using some techniques like the S.M.A.R.T goals method has helped me to identify my weaknesses that I need to improve on as well as helped me to identify my set goals. I realized I need to keep going and learn new skills and experiences if I am to succeed in my future career as a district nurse. Being a district nurse one of the skills required are time management.

4.2 Passion perseverance

Perseverance is an important life skill that can help wellness as well as to be successful at the same time, perseverance is the drive and resilience shown after completing a task. In addition to this, helps an individual to achieve goals, vision, and ambitions (www.linkedin.com, n.d.). This has taught me to continue with my studies even when I find it chaotic and difficult to reach my assignment deadlines perseverance is a skill that will keep me motivated even when the pressure is too much.

4.4 Career and models

The benefits of role models for example, a mentor, teacher, lecture can help me identify and achieve my career goals. UWTSD, has helped me increase my confidence through in class presentations, and leadership. In addition has encouraged and empowered my personal development where it shows what my weaknesses are and needs improvement such as, time management. I have also, gained new skills such as, using PowerPoint and Micro soft word as well as, research and assignments. Therefore, these new skills will help me in any journey I go.

Personal Development Plan

A personal development plan is a great way to explore growth and progression, being able to see where I can improve, and what my weaknesses and strengths are. It can also, give me a sense of feeling fulfilled, having clear goals to work towards along with motivation, and giving me a sense of my identity. Having a plan allows me to work focus on achieving my goals, what I can do to work towards becoming a district nurse as well as, and what courses I can take to keep up to date with knowledge and skills such as cpd training.

My short-term aspirations are to continue with my studies working towards a BSc level 5/6 in health and social care this will give me a degree. Next, I will apply and finish with a master's degree in this field. Finally, I will need to build strong connections to help me with jobs in the NHS and progress into other areas as well as, looking to apply for volunteering roles, and trainee roles and take any relevant courses That way I can have hindsight on what to expect

from working in the NHS also, I can gain experience as well as to be noticed by other employers. Additionally, the experience I gain will help me to apply for higher roles as well as open new opportunities for me.

The chosen career entails skills I will need to be part of their team skills needed are; adaptability and resourcefulness, organization, confidence, ability to cope in challenging situations, leadership skills, communication, and problem-solving skills. Having a son with autism and epilepsy I have skills and knowledge on how to assist in providing daily medication, care, and empathy, and understanding of how this can affect individuals in need of support and assistance addition to this, I can also. Change wound dressings.

Becoming a district nurse involves direct patient care therefore, will work alone or within groups. Assessing, observing, and speaking to clients, tend to enable patients to self-care for themselves or to show family members how to help, and be accountable for their patient caseload, which can play a part in teaching and supporting roles. Visiting patients once a day or more, they have a vital role in keeping hospital admissions and readmission to a minimum so patients can stay in the comfort of their own homes. Values a district nurse means having communication, competence, compassion, care, empathy, and courage as well as, time management. I lack confidence and I also need to work on time management so this would be a weakness that I would need to improve on. S.M.A.R.T can help me with this as it gives me a structure to work alongside to take things step by step defining my goal so, I am focused on that. Within the next two years, my goal is to gain all the necessary qualifications to become a district nurse and gain the knowledge and skills possible as working towards this will have me taking time to complete all work that needs doing to become qualified. I can manage this by taking time on my assignments but, complete by the deadlines given, making sure not to overload myself to the point of exhaustion so taking breaks and setting times to study.

	skill	Current ability	Target ability	Development opportunity	Criteria to Assess success	Time frame	Evidence
1 st priority	Leadership	Team leader in group presentations	Make decisions patient care as a district nurse	Ability to develop my career in higher roles	Take more opportunities to take leadership	1 years	Passed Cert health and social care level 4 with merit
2 nd priority	Team work	Active listening, empathy, communication	Direct patient care	Advance to higher roles	Work more within a team	1 year	Have Adhd, autism and epilepsy knowledge

3 rd priority	Time management	Reach assignment deadlines	To deal with patients in a timely manner	Advance to higher roles	Work more on time management	1 year	Progressed to BSC health and social care level 5/6
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