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Programme: BSc Health and Social Care

Module: Changemakers: Building your Personal Brand for Sustainable Employment

Module code: BMHP5015

Assignment title: Component 1: Online Portfolio of Set Exercises

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Task 1 – Personal Brand

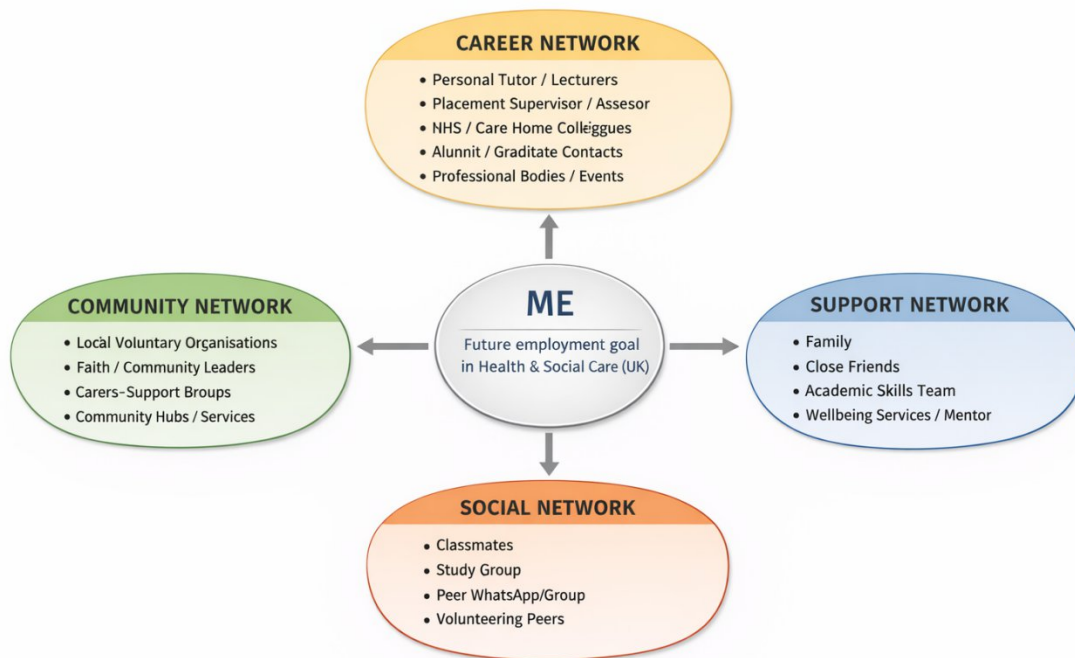
Write about your own person brand and how you could develop this to enable you to reach your employment goals (200 words- 2 referenced sources)

The values of my personal brand in health and social care consist of reliability, compassion, and improvement-oriented, where integrity to dignity, safety, and person-centred practice is inherent. I would like people around me and those that receive my services to feel that I am a listening, speaking, and acting person. The reason why a good personal brand is important is that employability is not just about qualification, but also about the “value promise” I always portray by my behaviour and reputation (Peters, 1997).

In order to build my brand as per my employment objectives, I will target on three areas. To start with, I will bring my strengths into the spotlight by recording practical experiences (e.g., de-escalation, proper record-keeping, reflective learning based on feedback) in my portfolio and on LinkedIn, in professional language that is consistent with the NHS values. Second, I will enhance my professional identity by pursuing supervised responsibility (e.g., leading small improvement activities, supporting new students) to make myself appear proactive, as opposed to passive. This “identity work” has aided me in my career advancement since it has helped me in connecting who I am to the input I make (Ibarra and Petriglieri, 2010). Third, I will pursue specific CPD (e.g., dementia care, communication, EDI) to demonstrate ongoing improvement and willingness to work in a sustainable environment.

Task 2 - Network Map and Rationale

Create a map of your own network considering career, support, social and community dimensions. Additionally you should provide a supporting rationale explaining and critically assessing this (200 words- 2 referenced sources).



The network has been created with the support of both the opportunity access (career contacts) and resiliency (support/community). Career connections are important since most jobs are obtained due to information flow; being aware of the opportunities before others, knowing what to expect, and having high-quality references. Nevertheless, networks may be too close when I depend on individuals similar to me, which may narrow the view and development. That is why I will make deliberate attempts at diversifying my network with cross-team discussions and inclusive events since the practice of inclusion reinforces fairness in recruitment and development (CIPD, 2024).

I will also make networking more of relationship building rather than a transactional activity. This involves giving value, in return, contributing to the network meaning sharing resources, volunteering to help with minor chores and make others see their contribution to helping the network be real and sustainable. Lastly, I will conduct a quarterly review of my network to identify gaps (e.g. lack of NHS-facing contacts or lack of sustained capacity to work under pressure) and rebalance it, as employability relies on competence and enduring ability to deliver under pressure (NHS England, 2023).

Task 3- Blog

Write a blog exploring a current topic or issue of your choice within the health and social care sector in the UK. The purpose of this is to inform a specific target audience of your choosing (300 words)

Blog title: Why "Fair Pay" in Social Care Is a Patient Safety Issue

Target audience: People considering or starting frontline care roles in the UK (students, new carers, support workers).

People refer to adult social care as a "caring work." It is true--but it is also well done, professional work, which involves the use of judgement, emotional intelligence and professional standards. In day-to-day practice, care workers facilitate the medicine regimen, personal care, communication in dementia, protective awareness, proper documentation and distress or confusion management. However, the working conditions and remuneration do not necessarily correlate with the degree of skill and responsibility, and such an unequal balance may impact staff retention and endanger the safety of individuals who care about it.

The recent policy discussion regarding national policy in the area of adult social care has included the implementation of a Fair Pay Agreement process to enhance pay and employment conditions in a highly fragmented market (Health, 2025). In my opinion, continuity is the main problem. In case jobs are unsafe or low-paying, turnover accelerates. High turnover disrupts the building of trust, lowers the level of consistency, and elevates the chances of overlooking minor warning signs that may be indicative of a decline, such as decreased appetite, sleep, mobility, mood, or confusion.

Evidence of the workforce also indicates that the vacancies and recruitment pressures of the sector are a challenge (Skills for Care, 2025). Services that are experiencing difficulties in staffing can increase their use of agency cover, reduce the time of induction, and minimize time spent on supervision. In the long run that may undermine team learning, burnout, and make person-centred care more difficult to maintain on a regular basis.

Making a voice and decision counts, especially in case you are new to the industry. Enquire employers regarding supervision, secure training time, career paths, and the manner in which they contribute to the welfare of the staff. There is more than just more money in fair pay. It is concerned with the acknowledgment of adult social care as a vocation- so skilled workers may remain and become and be able to offer safe and caring care over the long term. Good care is based on work force stability and

stability is based on fair conditions.

Task 4- NHS Equality, Diversity and Inclusion Quiz (250 words equivalent)

1. What is the primary goal of the NHS Equality, Diversity, and Inclusion Improvement Plan?

The plan will enhance equality, diversity and inclusion and better staff belonging to enhance staff experience.

2. How does the NHS EDI Improvement Plan propose to tackle the gender pay gap?

It suggests that organisations develop and execute improvement plans in order to put an end to the pay gaps, with periodic reporting and year on year lowered requirements.

3. What is meant by the term ‘intersectionality’ as used in the NHS EDI Improvement Plan?

It acknowledges that people have many identities and that cross-cutting disadvantages may be compounded and therefore no action can be taken on a single attribute.

4. Why is it important for the NHS to create a psychologically safe work environment?

Psychologically safe environment allows staff to address concerns, ask questions and speak up without fear, which facilitates learning and safer care (Bahadurzada, Kerrissey and Edmondson, 2024).

5. How does the NHS EDI Improvement Plan suggest improving the experience of internationally recruited staff?

It suggests a programme to be adopted towards the staff who have been recruited outside the UK, which will involve better induction/onboarding and support.

6. What role does leadership play in advancing EDI objectives according to the NHS Improvement Plan?

Leaders (as well as boards) will be expected to establish EDI targets and personally responsible to improvement.

7. Identify one way the NHS EDI Improvement Plan aims to reduce health inequalities within the workforce.

It involves development of workforce plans that respond to health inequality and utilise the staff survey findings in informing wellbeing actions.

8. Why does the NHS EDI Improvement Plan emphasise the importance of collecting and analysing data on protected characteristics?

Originally, data collection/analysis assists in determining where the inequality is present (e.g., recruitment, pay, progression, experience) and monitor the effectiveness of interventions.

9. Explain how flexible working policies can contribute to equality and inclusion in the NHS workforce.

Flexible working can enhance access and retention through helping carers, disabled workers and individuals who need adjustments by enhancing inclusion and equity.

10. What is one strategy mentioned in the NHS EDI Improvement Plan to combat bullying and harassment in the workplace?

The strategy involves intervention to establish work environments that are free of bullying, discrimination, harassment and violence by means of focused organisational intervention and surveillance.

Task 5- A Letter to Yourself

Think of a time in the past when you may have been experiencing issues or difficulties, and after considering what you have learned in this module about emotional intelligence and resilience write a letter to your younger self explaining how these attributes were important at that time and perhaps how developing these areas could have been useful (250 words)

Dear younger me,

I recall the load all of it seemed, trying to manage, stay up, and look just fine. And you believed that being strong meant keeping quiet and making it. Emotional intelligence would have assisted you in naming emotions that were taking place inside you: fear of failure, anxiety about being judged and the pressure to be perfect. Had you been aware of those feeling earlier you would have acted and not reacted. You would have paused, breathed, and asked, “What do I need right now to cope well and stay kind?”

Resilience is not faking it that things don’t hurt. It is developing the ability to heal and not become a casualty. You had to have habits that cushioned you: sleep, limits and feasible planning. You also wanted someone to listen to you, and you think that it is not a sign of weakness; it is a sign of wisdom. Had you exercised self-compassion, you would have known learning is a long process and errors are part of development.

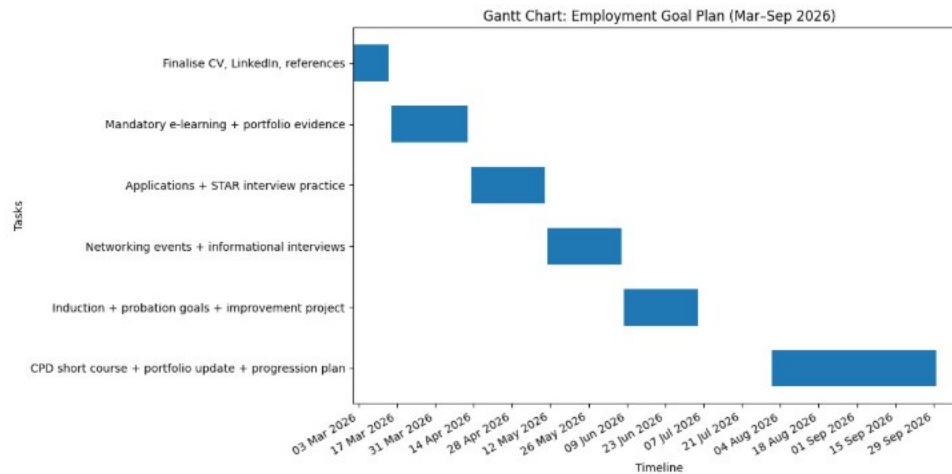
You see, this is what I want you to keep in mind, you do not have to carry it all by yourself, you can be caring. You also do not have to burn out to be ambitious. When you are overwhelmed, do what you can do, one task, one conversation, one small step. Seek feedback at an early stage. And never forget your why because you went into health and social care with the true intention of wanting to help people live with dignity. When you take care of your wellbeing, then you are protecting your service to others.

With compassion,

Me

Task 6- GANTT Chart (200 words equivalent)

Compile a Gantt chart which illustrates the tasks you have to complete to achieve your future employment goals



Task 7- Making Changes- Report

You are the manager of a care home and want to make changes your workplace. Identify one specific change that you want to implement and write a brief report on how this is going to be achieved considering the necessary skills needed and addressing possible barriers to success. Relevant change models can be highlighted (250 words- 2 referenced sources).

Role: Care home manager

Change to implement: A programme on psychological safety + speak-up to help decrease bullying/harassment, staff retention and enhance resident safety.

Plan and approach: I will apply the 8 step model by Kotter in order to present a systematic change process. I will begin by establishing urgency based on feedback of the staff (exit interviews, sickness patterns, themes of incidents) and making it clear that culture is connected to quality and safety. The second step will be to establish a guiding coalition (senior carers, nurses, HR, staff champions) and settle on a simple vision: Respectful teams, safe care, confident speaking up. (Kotter, 1996).

Actions: We will also establish a distinct reporting channel, monthly learning huddles, and behaviour standard which stipulates the unacceptable behaviour and its repercussions. The supervisors will also be trained in tough talks and inclusive leadership. Short pulse surveys and changes in grievances, sickness and turnover will also be used as measurement of progress.

Barriers and mitigation: The probable obstacles are the fear of retaliations, fatigue of change, and lack of consistency in supervisor behaviours. To solve this, openness will be demonstrated by the leadership, confidentiality kept, and quick feedback of actions taken provided. This is in line with NHS EDI guidance that reporting of issues at work should be made safe and that bullying and harassment problems should be actively addressed.

Task 8- Self-Reflection

Using one of the highlighted models of reflection, reflect on what you have learned about yourself during this module ,as well as the knowledge you have gained, and explain how this has developed your skills and informed your future practice (250 words- you must reference the model you use)

To analyze what I have learnt in this module, I will apply the Reflective Cycle by Gibbs (Gibbs, 1988).

Description: In the beginning, I saw employability predominantly as holding the right qualifications. I have come to appreciate employability as a set of skills, identity, reputation, and relationships through the branding, networking, resilience and planning tasks.

Feelings: At first, I was not comfortable in doing this since I felt that it would be taken as self-promotion. Then, as time progressed, I realised professional visibility is concerned with clarity being able to assist the employers to see what kind of value I can provide safely and ethically.

Assessment: The most effective learning to me was that of relating personal brand to consistent behaviours: communication, reliability, boundaries, and evidence of reflective learning. I also read that networking does not involve taking advantage of people; rather, it is the development of mutual support, which is significant in an emotionally challenging care setting.

Analysis: The module helped me gain confidence in my response under pressure (self-awareness) and provided the means of defending resilience (planning, seeking support, managing emotional triggers). This directly applies to sustainable employment since the likelihood of burnout is high when coping is unstructured.

Conclusion and action plan: I will ensure that I continue with the reflection habit every month, maintain a collection of workplace examples, and have quarterly targets with regards to CPD and networking. This will make me build a confident professional identity and also advance to jobs that are more responsible.

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