



WRITTEN DOCUMENT

CHANGEMAKERS: BUILDING YOUR PERSONAL BRAND FOR SUSTAINABLE
EMPLOYMENT (BMHP50015)



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INTRODUCTION

The aim of the following document is to outline the key learning points I have gained by completing the Changemakers: Building your Personal Brand for Sustainable Employment Module. The module was more based on self-taught, including four units, such as Brand you – Unit 1, It is a Small World – Unit 2, Opportunity Knocks – Unit 3, and The Pursuit of Happiness – Unit 4. Each unit was interesting, full of knowledge and activities which helped me develop and learn new skills required for professional practice in the real world. Unit one re first to ambition, boundaryless careers and skills, unit two relies more on networking and how to make connections, unit three Explain how to identify career opportunities and how to start a career conversation, finally unit four helped me reflect on what my goal is, identify limiting beliefs, their impact and how to overcome them.

UNIT 1 – Brand you

Unit one starts with ambition definition and what that means to you, to me ambition is the perseverance to keep working towards your goals even if things get harder, being ambitious simply allows you to turn your dreams into reality. According to Hirschi and Spurr (2021), ambition leads to greater performance at the workplace and organisational commitment outcomes. Moreover, the article suggests that ambition is related to “job performance and promotability”. A study based on improved measure of ambition including 194 employees, found that ambition is related to “higher effective organisational commitments”, especially when there are career opportunities. Overall, the findings of the study were positive, however there is also a negative side off it, such as the “risks to organisational retention management”.

UWTSD Technology Enhanced Learning (2021) sustain that boundaryless careers are limited or focused on a single organisation, being in contrast to the protean career which are managed by the person. While many people are both physically and psychologically boundaryless in how they pursue their careers it is possible to be one and not the other. The most visible aspect of a boundaryless career is the physical dimension, someone who pursue a physically boundaryless career engages in a higher level of mobility than someone in a traditional career. Physically boundaryless workers use their job mobility as a method for achieving grow and personal goals. On the other hand, someone can be a protean along one of two distinct dimensions: self-directed or value driven. Boundaryless skills section refers on the importance of self-awareness. By talking to other people, taking self-assessments and reflection can help to get to know yourself better, become self-aware. Also practising skills which improve our ability to adapt to inevitable changes it's important as the

world is constantly changing and employers nowadays looking for people with strong interpersonal skills.

UNIT 2 – It is a small world!

By completing the unit 2 it is a small world I have realised that networking is very important, and it can definitely change your life. During this unit we had to create a personal network map, by creating the map I had realised that is something I really need improving, but also that I am where I am now just because of people I have met. According to Nascimbeni (2018) networking Activities can help increase the long-term success of development action only if is “properly planned, applied and monitored”. Nascimbeni (2018) also sustained at networking has a direct impact on performance, capacity building and sustainability. By networking people for mutual beneficial relationship, putting yourself in a position to talk to new people it's a very good thing, as you never know who you will meet, who they might know or how they can contribute to find your next job. Networking It's a skill that come easy to some and it is a skill that is acquired.

How to make connections was another part of the unit that really got into me, and I have found it very interesting, such as Eventbrite and getting out of our comfort zone. Eventbrite it's a platform where you can look for oncoming events in your area when you have the chance to connect with different people, get out of your comfort zone and expand your network by making valuable connections. Many people will fear networking and find different excuses because they have a lack of self-confidence, like myself. But once you get out of your comfort zone, deal with challenges and new situations you acquire new skills, including ability to adapt. Nauiokas (2018) suggest that we tend to connect with people from similar culture, background and perspectives, but our career will benefit “from developing a network that inspired new ideas”. We have to try meeting new people that are from different backgrounds, culture and people who do not share same perspectives.

UNIT 3 – Opportunity knocks

According to Berman (2015) everyone has a dream of what they would like to become, but they're too “afraid to say it, because they will have to do something about it”. I personally find that true, I think that we all have a dream job, the reason we don't know what we want it's only because we never ask ourselves what really interests us. Berman (2015) also suggest that we should look at the positive life events from the past, find the wow moments, moments that made us happy. Have been looking back on my past, I had always hard pressure for health and social care, and a heart for helping others.

Andrus (2017) sustained that having career conversation increase and identify opportunities. Career conversations, such as “how did you get where you are now?”, can be held at any time with anyone. Andrus also suggest that we should find our “sweet spot”, asking yourself questions like “what I'm good at?”, to help us identify our skills, or “what I am interest in?”. Finding your sweet spot and having career conversation constantly can change the way we are looking for jobs, do research first and have the confidence to ask yourself: “is this job really suits me?”. As the way we were looking for work is no longer working, we need to change that, do research, start a career conversation, submit the resume, interview and offer.

UNIT 4 – The pursuit of happiness

Unit 4 I can say that it was my favourite part of all units, it helped me reflect on the reasons I have choose to come to university, understand and identify limiting beliefs, their impact and how to overcome them. University of Derby (2019) suggest that coming to university it's all about “life wide learning”, where you will have the chance to learn new skills, including personal and social skills. I have learned a wide range of skills while studying at university, including interpersonal skills, presentation, Microsoft, effective communication, teamwork, time management, planning, organising, problem solving and decision making. the reason I chose to come to university what's to pursue a new career in medical sector, but in between I have found a strong interest in family support work. I am very passionate about health and social care, I also love learning and developing. The time spent at university has changed the way I approach my studies; I can say that now I am better organised and able to manage my time accordingly.

According to Mathers (2022), limiting beliefs are formed in our childhood, and from our experience of pain or pleasure. Some examples of limiting believe include labelling people, compare yourself with others, often say “I can do that”, “it's not for me”, “I don't have enough time” or “I am too old”. Limiting beliefs are negative thinking that limit your progress, such as anxiety, overwhelmed, irritated or depressed. Some steps on overcoming those limiting beliefs shared during the unit it was first to realise that they exist and try to reframe your fear. Such as “I will be great if I could overcome the anxiety that's holding me back”, or “I am going to benefit from doing this because it's what I always dreamed of”.

Another interesting aspect during this unit was the Zander letter, where Stacy (2018) shared Ben Zanders story. Ben Zander it's a English conductor, who was giving his students a grade A, from the first day, and within three weeks they will have to write a letter explaining why they have received their grade A. The letter it should of be dated one year after the start of the course and they would of have to write it in the past. As an activity for this unit, we did

have to recreate the Zander letter, which I have enjoyed it and helped me reflect on my skills and abilities.

CONCLUSION

To summarise the main concept, you need one defined ambition and its impact on greater performance. We identified the differences between boundaryless careers and protean, such as boundaryless career are managed by the organisation and protean and by the person. Unit two focused on networking and how to make connections, Nascimbeni (2018) suggest that networking has a direct impact on performance, capacity building and sustainability. According to Naviokas (2018) we should connect with people from different cultures who do not share same perspectives. Unit 3 showed that a way to find out what we are interested in or what is our dream job is to look at the past experiences, find the moments that made us happy. Also, Andrus (2017) suggest that having career conversations increase and identify opportunities. Finally, unit four explained the limiting beliefs their impact and how to overcome them.



Personal Mind Map 1.pdf



ZANDER LETTER.pdf

PERSONAL DEVELOPMENT PLAN (PDP)

	SKILL	CURRENT ABILITY	TARGET ABILITY	DEVELOPMENT OPPORTUNITIES	CRITERIA TO JUDGE SUCCESS	TIME FRAME	EVIDENCE
1 st PRIORITY Become a Family Support Worker	Networking	By dealing with different peoples in my current role as an interpreter I have improved my communication and listening abilities. Seeing what people go through improved my caring and compassionate nature. I am also great at problem solving, I have the capability to manage a significant workload and the ability to adapt to any situation.	I would still like to improve my communication skills and writing. Leadership, management and public speaking are other abilities I would love to possess. My networking is also poor as I had focused myself on my studies and work and did not pay that much attention to my network. Also planning strategy is an ability I am looking to improve in myself.	I currently work as a volunteer in the role of family support worker, and I am planning to keep working there to gain more experience. I will also try start a career conversation with my peers to improve my network. Going to events near me is also an opportunity to get to meet new peoples and improve my communication. I am also in process of updating my LinkedIn account.	With enough experience I could make a difference to people's lives within a year. I would feel accomplished as I gain a tremendous amount of satisfaction when I can visibly see the difference my work is making to others.	Within a year maximum, if not sooner, I should be able to become a family support worker.	Certificate of Higher Education in Health and Social Care, Family Support Services Certificate, Safeguarding Children, Young People and Vulnerable Adults Level 3 Award.
2 nd PRIORITY Become a Diagnostic Radiographer	Critical thinking	I am aware of confidentiality documentation and record keeping. I cope well under pressure, I am a great team worker, determinate and detail orientated.	Analytical thinking, such as ability to assess, organise and model information. Decision making, practical, patient care and nursing skills.	Complete a foundation year course with Birmingham City University, following up with three-year course. Apprenticeships are also available and can speed up the process.	Whiting four years' time I can help towards saving someone's life, helping to diagnose illness. Achieve a career I have always dreamed of.	Four years of full-time course and practice in hospitals is the time frame to become a diagnostic radiographer.	BTEC Level 3 in Business Administration. Certificate of Higher Education in Health and Social care, Bachelor of Science Health and Social care.

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