



UNIVERSITY OF WALES  
**Trinity Saint David**  
**London**

**Building a Personal Brand for Sustainable  
Employment module**

Student name: **Mohamed Turay**

Student ID: **2018268**

Module name: **Changemakers: Building Your Personal Brand  
for Sustainable Employment**

Module code: **BMHP5015**

Lecturer name: Chizoba Esio-Bassey

Submission Date: 26/08/2022

**Table of Contents**

**Section 1: Introduction ..... 3**

**Section 2: Unit 1. Brand You ..... 4**

**Section 3: Unit 2. It is a Small World..... 5**

**Section 4: Unit 3: Creating your own luck..... 6**

**Section 5: Unit 4 The Pursuit of Happiness ..... 7**

**Section 6: Personal Development Plan..... 8**

**Conclusion ..... 9**

**References ..... 10**

## Section 1: Introduction

I will be discussing building a personal brand for sustainable employability and building a professional career development plan to identify the skills needed to be successful.

Everyone is known for something. Your first impressions, the connections you build with peers and managers, and your communication style all have an impact on how other people perceive you. If you ask your co-workers to describe you, they might respond that you are a friendly individual who makes it simple to work with. Some may claim that while you occasionally arrive late for meetings, you have a wonderful sense of priorities. People generate thoughts and beliefs about you based on your actions and behaviours, and these opinions and beliefs make up your reputation. By matching your intentions with your behaviour, you can define your brand. (Harrison, 2022)

## Section 2: Unit 1. Brand You

**Ambition:** You need ambition to succeed, whether it is in your personal or professional life. After all, attaining tangible outcomes depends on your ability to pursue your goals. To what end, though?

Many individuals mistake ambition with greed, primarily because they are unsure of what ambition is. It turns out that these two conceptions are different. Greed is the desire to have (much) more than is necessary, whereas ambition is the readiness to take on new tasks and develop. (Hotmart, 2022)

Education is the most ambitious venture I have taken for my personal career development, and I am working very hard to achieve all my goals.

**What Drives You?** We need the drive to achieve an ambition. Drive and determination are two of the most crucial elements in achieving success in every area of life. Everyone has objectives and dreams they want to accomplish in life, but only those with unbreakable willpower drive success in doing so. (Luke, 2018). My drive comes from my story. I was born and raised in a very poor environment, and my ambition to change that story is what drive or motivates me.

I need both ambition and determination to accomplish my goals and be seen as successful. Knowing my aspirations, objectives, and needs is merely the first step toward achieving success. Additionally, I require the capacity to carry out my plan for example, through physical action. I notice that this is the recipe that all the successful people we see around us used.

## Section 3: Unit 2. It is a Small World

The influence a solid professional network may have on your professional success cannot be understated. By networking, you can expand and strengthen your skill set and keep up with the most recent developments in your field and the labour market

You can access additional job prospects and boost your career by networking. Increasing your network can lead to new business, professional, and personal growth opportunities. One of the main advantages of networking is the ability to share knowledge, suggestions, and support regarding difficulties, experiences, and goals since it enables you to learn new perspectives that you might not have otherwise considered. Talking about shared difficulties and opportunities allows for the exchange of insightful advice. By consciously moving outside of your comfort zone, you are developing crucial social skills and self-assurance that you can use anywhere.

To become effective at networking, you should consider the following:

- Always look for the right people who can help you grow your business or career. These can be family members, co-workers, friends, bosses, and business associates.
- Be proactive. Ensure to keep in contact with your network throughout the year. Do not wait until you are laid off. They will be more inclined to help you when you are in need if you always stay in contact.
- Attending events and corporate retreats will expose you to valuable contact.
- Stay connected to your networks online. Nowadays, it is difficult to meet people in person
- Keep a record of your individual professional network somewhere. Make sure you are aware of who is who, where they work, and how to contact them, whether it is electronically or on paper. It is critical to keep track of what each of your network's contacts can do for you or how you can support them. You will need to be able to recall which of your former co-workers started teaching philosophy or who now works in finance. Knowing what you must give as contact is also crucial. Tell your network how you can help them because networking should ideally be mutually beneficial. Your friends are more inclined to assist you if you are willing to do so. (Anna, 2021)

## Section 4: Unit 3: Creating your own luck

We occasionally use the term "blind luck" to describe individuals. However, there is a case to be made that by being conscious of the coincidental happenings all around us, we may change blind luck. There are plenty of opportunity life present us, but the key fact is that we must be ambitious and seize those opportunities when we see one.

Why do some people just seem to be more successful at attracting chances than others? It is because they actively promote their willingness to consider new opportunities to those around them. What do you believe is the ideal approach to take, for instance, if you wish to receive an offer for a better job? Right: Inform everyone you know about your employment search. It is likely that you will be presented with a lot of opportunities as word spreads among your network of co-workers, friends, and family members. (Peter, 2015)

A lucky individual may occasionally claim that they deliberately sought out opportunities by ignoring the obvious and viewing their circumstances from a new perspective.

The subject explored the notion of being consciously curious. By doing this, we increase the likelihood of chance encounters that to a third party appear to be blind. For example, the miracle of the Hudson River landing by pilot Sully Sullenberger in 2009 who guided the plane to a safe landing on the Hudson River where all 155 passengers were rescued. Some people say he was blind lucky, but I think he took the opportunity weighing the options situations around him before he could find active luck.

Even in the exacting world of science, the power of the unexpected frequently comes into play. Studies indicate that about 50% of significant scientific discoveries are the result of coincidences or accidents. For instance, we would not have antibiotics if Alexander Fleming's Petri plate had not unintentionally become contaminated and developed a mould that resulted in the discovery of penicillin. (Sharon, 2020)

## Section 5: Unit 4 The Pursuit of Happiness

### Future Me: Why go to university?

So many students go to the university for the wrong reasons. Some are in university to please their parents, family, friends, or their community. But majority are in university to improve their chances of high paid employment, develop their academic and professional skills, learn about themselves, the world and for the achievement of their career aspirations.

However, self-limiting beliefs may hinder or slow us from achieving our goals. Examples of harmful self-limiting beliefs include "I'm not good enough," "I'm not experienced enough," and "I'm not ready." Our ability to succeed in our careers and personal lives is hindered by self-limiting beliefs. How do self-limiting beliefs work, though? Simply put, they are unfavourable opinions of ourselves that are ingrained in our conscious and subconscious minds and are influenced by our past experiences, other people's comments, our family's and friends' values and beliefs, and even messages on social media. (Group Sixty, 2021)

To be able to succeed in life, one should move away from a fixed mindset by developing a growth mindset. Some people fear difficulty to achieve their objectives. A growth mindset is one that takes problems as an opportunity to learn.

The key to success is self-belief since it fosters confidence, which is a prerequisite for achievement. Although most successful people have insecurities and negative thoughts occasionally, their self-belief is greater, and they battle those ingrained ideas with their optimistic outlook and mindset. A strong sense of self-belief is currently the most crucial attribute a person may possess. (Johnetta, 2021)

## Section 6: Personal Development Plan

A PDP, or personal development plan, is a written plan that lists your objectives, your strengths and weaknesses in each area, any necessary changes, and the skills you must develop to meet your objectives. Consider it as a thorough road map that directs you on your quest to accomplishing your goal. You may use a PDP in many areas of your life. Personal development plans are most frequently employed in the business or in higher education. (Hanna, 2020)

By creating your own PDP, you can commit to yourself. You are not only limited to professional goals; you can also include any that your boss has advised you to aim towards. You might also include aspirational personal and spiritual accomplishments. They can be long-term objectives that could take many years to accomplish, or they might be 12-month targets in the manner of New Year's Resolutions. There are no restrictions on how they can be broken down into achievable milestones with realistic dates in a PDP.

### My PDP Main Objectives

My primary focus is to complete my university education, when coming up with plans to attain my objectives, I think about how to get the expertise and credentials need and the measures I must take to do so. For instance, if my next objective is to obtain a managerial position at a place of employment, I must consider both the experience I require and the procedures to apply for it. It is crucial to think about these issues when creating my strategies.

I will be engaged in improving my public speaking (presentation) which I consider as my weakest point. Practicing with friends and family can improve the skills needed to be able to do a future presentation confidently in front of crowd.

Below is my personal development plan table:

| Objectives                    | Action                                    | Resources                              | Criteria for success                          | Target Date   |
|-------------------------------|-------------------------------------------|----------------------------------------|-----------------------------------------------|---------------|
| Public Speaking               | Practice with family and friends          | Books and Videos                       | Able to speak confidently in front of a crowd | June 2023     |
| BSc in Health and Social care | Fulfill all course requirements           | UWTSD program staff and mentor         | Complete my BSc in health and social care     | February 2024 |
| Placement and work            | Full-time employment                      | Find a mentor from the management team | Earn a promotion to management                | December 2024 |
| Master's in public health     | Study and fulfill all course requirements | Research, Placement, and mentorship    | Graduate                                      | February 2025 |

## Conclusion

Creating a personal brand is a fantastic way to put a face to the otherwise faceless experience of web browsing. It makes things easier to understand, more credible, and ultimately more human. Personal growth is a potent process that can result in profound, beneficial, and long-lasting changes in how we view the world and ourselves. You can realise your potential, realise your potential, and accomplish your goals with personal development.

## References

- Cuff J. (2021) *The power of self-belief*. Available at: <https://medium.com/@Ms.Netta/the-power-of-self-belief-bf63b7d4cc4e> (Accessed 18 August 2022)
- Economy P. (2015) *5 scientifically proven ways to make your own luck*. Available at: <https://www.inc.com/peter-economy/turns-out-you-really-can-make-your-own-luck.html> (Accessed 13 August 2022)
- Group Sixty (2021) *The enemy within How to overcome self-limiting beliefs*. Available at: <https://www.groupsixty.com/ideas-blog/2021/1/27/the-enemy-within-how-to-overcome-self-limiting-beliefs> (Accessed 13 August 2022)
- Hotmart (2022) *What Is Ambition? Learn How to Use It in a Positive Way in Your Business*. Available at: <https://hotmart.com/en/blog/what-is-ambition> (Accessed 16 August 2022)
- Klawitter A. (2021) *The importance of networking & 5 networking tips*. Available at: <https://meratas.com/blog/importance-networking-career-success/> (Accessed 16 August 2022)
- Monarth H. (2022) *What is the point of a personal brand?* Available at: <https://hbr.org/2022/02/whats-the-point-of-a-personal-brand> (Accessed 16 August 2022)
- Spruce H. (2020) *A personal development plan (PDP) guide and template*. Available at: <https://www.highspeedtraining.co.uk/hub/personal-development-plan-template/> (Accessed 20 August 2022)
- Vials L. (2018) *Why drive and determination are so important*. Available at: <https://motivationalspeakersagency.co.uk/news/why-drive-determination-are-so-important> (Accessed 16 August 2022)
- Walker S. (2020) *The serendipity mindset: How to make your own luck*. Available at: <https://www.theguardian.com/lifeandstyle/2020/sep/13/how-to-make-your-own-luck-and-turn-a-mistake-into-the-best-thing-ever> (Accessed 13 August 2022)