

BSc (Hons) Health and Social Care

Changemakers: Building your Personal
Brand for Sustainable Employment
Module code: BMHP5015

Assessment 2

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Introduction

It is essential in today's competitive employment market to build and protect a strong personal brand (Jensen, 2016). The Changemakers: Creating a Personal Brand for Sustainable Employment programmed gives a complete approach to developing a powerful personal brand that improves overall employability and prepares people for professional practice in real or simulated contexts. This project seeks to Analyse the applicability of the major learning elements from this module to the development of personal employability skills. Parts 1 and 2 of the assignment will concentrate on identifying and debating the key concepts from each of the module's four components. This will involve a critical assessment of the knowledge gained and understanding of personal employability abilities and how they correspond with the standards of professional practice. The third section of the assignment is the creation of a personal development plan (PDP) that identifies the abilities essential for success in the selected area and the tactics to improve them as a priority.

1. Key Learning Points from Changemakers: Building a Personal Brand for Sustainable Employment

Changemakers: Building a Personal Brand for Sustainable Employment module is designed to provide learners with a comprehensive understanding of the essential skills required to succeed in today's job market. This section of the course is broken up into four separate modules, each of which focuses on a distinct facet of personal branding and employability. In this part of the project, the writer is going to investigate the most important takeaways from each section, and then assess how applicable those takeaways are to one's own employability abilities.

Brand You

The development of self-awareness and personal branding are the primary focus of the Brand You section. It highlights how important it is to recognize one's own abilities, beliefs, and ambitions to establish a distinctive personal brand that shines out in the competitive job market.

For an individual to be successful in personal branding, they need to have a large degree of awareness about themselves. When we have a firm understanding of our own strengths, values, and goals, we are better equipped to craft a one-of-a-kind personal brand that is an accurate expression of our true selves. A significant component of personal branding is the process of cultivating a positive and consistent public character that is compatible with our goals and top priorities (Tarnovskaya, 2017). When it comes to building a strong personal brand now, it is vital to have a fantastic online presence. This is especially true when it comes to social media. Using the powerful tools that are made available to us through social media sites such as LinkedIn, Twitter and Instagram, we can provide an accurate representation of our skills, achievements, and personalities. It is of the utmost importance that we maintain a trustworthy and consistent online presence that is indicative of our own brand.

It is a Small World

The It is a Small World lesson plan offers a strong emphasis on building skills in effective communication, cultural competence, and global awareness, in addition to networking.

In today's increasingly globalised world, cultural competency and global awareness are essential qualities that may assist individuals in working successfully with others who come from a variety of backgrounds and cultures. These qualities may also help individuals communicate more

effectively across cultural boundaries. To effectively create strong relationships and work together, it is vital to have a comprehensive awareness of and respect for the varied cultural norms, values, and communication styles. The process of developing professional relationships and expanding our networks requires that we have the capacity to interact successfully with others and to network with a variety of individuals (Elliott, 2016). The capacity to communicate concisely, actively listen to others, and the ability to define our ideas and opinions are all vital qualities that may help us stand out in the job market.

Opportunity Knocks

The objective of the Opportunity Knocks section is to identify and exploit professional opportunities, as well as to tackle and prevail over obstacles and challenges.

One of the most crucial things to do to advance in one's career is to always look for new professional opportunities and work towards obtaining such opportunities. To find possibilities that are a good match for our skills, goals and interests, it is vital for us to approach the search in a proactive and intelligent manner. Participating in networking events, travelling to job fairs and doing research on potential employers are three effective strategies for discovering professional opportunities (Levine, 2013). Other strategies include performing research online. There are certain to be challenges and obstacles to overcome on the way to whatever job you choose to pursue. The ability to persevere in the face of hardship and challenges is a vital life skill that must be developed. To be successful in this endeavor, one must have a growth mindset, maintain a positive attitude, and be open to gaining knowledge via trial and error.

The Pursuit of Happiness

The final unit of the Changemakers: Building a Personal Brand for Sustainable Employment module is The Pursuit of Happiness, which emphasizes the importance of achieving work-life balance and maintaining personal well-being. In addition, the unit also covers the significance of goal setting and career development to achieve professional success.

The significance of creating a work-life balance and preserving one's personal well-being is one of the most critical lessons that can be gained from studying this subject. As the requirements of the labour market continue to rise, it is more important than ever to ensure that we are properly caring for ourselves on all levels—physically, psychologically, and emotionally (Greaves, 2013). This lesson focuses on the negative effects that stress and overwork have on our general well-being

and presents techniques for striking a good balance between one's personal life and professional responsibilities. The section titled "The Pursuit of Happiness" also discusses the importance of creating goals and working on one's job to be successful in one's chosen field. We can keep ourselves motivated and focused on our professional desires if we make goals that are both specific and attainable. This lesson teaches methods for determining one's career objectives and coming up with a strategy to attain those objectives. Among the topics covered is the significance of growing one's professional network and finding a mentor to advance one's career.

2. Critical Evaluation of Personal Employability Skills:

Upon successful completion of the Changemakers: Creating a Personal Brand for Sustainable Employment module, we will now conduct an in-depth analysis of the employability skills that were acquired on an individual level. This will include doing an assessment of one's own employable abilities, determining the skills necessary for professional practice, and conducting an analysis of the degree to which one's personal talents and professional needs are congruent with one another.

2.1 Self-Assessment of Employability Skills

When one is trying to determine whether they are employable, the first thing they need to do is to give oneself an honest evaluation. Coming to terms with one's unique mix of talents and shortcomings, in addition to the opportunities for progress, is one of the most crucial phases in this process. This is one of the most important steps in this process. The sections of the Changemakers programmed titled "Brand You" and "It is a Small World" encouraged participants to engage in self-reflection and to conduct an evaluation of their own communication and self-awareness abilities, respectively. Both sections were a part of the "It is a Small World" module. My capacity to work well with people, on the one hand, and my propensity to procrastinate, on the other, were two aspects of my character that were called into question because of the jobs that were assigned to me.

2.2 Identification of Skills Required for Professional Practice

Determine the skills required for professional activity as the next step in evaluating one's own employability abilities. This is the next step in evaluating one's own employability abilities. This includes having an awareness of the standards and prerequisites of the chosen occupation, as well as a comprehension of the fundamental competencies necessary to achieve success in that industry. In addition, this entails understanding the fundamental competencies necessary to achieve success. Part of the programmed named "Opportunity Knocks" provided advice on locating and pursuing professional opportunities, which helped me develop insight into the skills essential for success in the field in which I have decided to work.

2.3 Evaluation of Similarity between Personal Skills and Professional Requirements

An evaluation of how well one's own skills match with the requirements of the work is the very last thing that must be done before moving on to the next step. This requires one to evaluate their own skills in relation to those required for their chosen line of work and decide whether they are compatible. By completing the Changemakers module, I was able to identify the areas in which my personal skills aligned with professional requirements, such as my communication skills, as well as the areas in which I need to improve, such as my time management skills. For example, my communication skills aligned well with professional requirements. For instance, my communication abilities were commensurate with the needs of the professional setting. Because of this evaluation, my employability will grow, and I will be more equipped for professional practice. This will enable me to focus on obtaining the necessary skills, which will help me become better prepared for professional practice.

3. Personal Development Plan

A personal development plan, often known as a PDP, is a road map that specifies an individual's personal and professional growth goals, targets, and tactics. It entails determining the areas in which there is room for improvement, establishing objectives that are attainable, and formulating a plan of action to achieve those aims (Beausaert et al., 2021). Since it gives direction, concentration, and incentive to reach personal and professional objectives, a PDP is essential for self-improvement because it helps to achieve personal and professional goals. It is beneficial to people in that it assists them in identifying their strengths, flaws, and possibilities for growth. Individuals may take charge of their own personal and professional development, improve their skills and knowledge, and raise their level of self-awareness by developing a plan for their future development. A well-designed PDP should contain objectives that are clear and quantifiable, an action plan with deadlines, and a method for monitoring progress throughout the course of the programmed (Lumsden, 2019). Also, the plan must integrate tools, support, and feedback systems to assist people in maintaining their progress and modifying their goals as required.

One of the most significant advantages of a PDP is that it has the potential to boost an individual's self-confidence and sense of self-worth. Individuals could exhibit their capabilities and feel more capable and successful when they create objectives for themselves and work to achieve those goals. A Personal Development Plan (PDP) may enhance an individual's abilities, knowledge, and credentials, which in turn can increase their job chances (Tasker, 2019).

We will develop a personal development plan (PDP) to identify the skills required to be successful in my chosen field and how I plan to develop them. The PDP will include three priorities, with a target ability, development opportunity, criteria to assess success, and time frame.

Skills	Current Ability	Target Ability	Development Opportunity	Criteria to Assess Success	Time Frame	Evidence
Communication	Good	Excellent	Participate in seminars on public speaking and	Get favorable comments from colleagues	6 months	Certificate of accomplishment, as well as favorable

			get some experience giving speeches.	and superiors and give a presentation that goes off without a hitch in front of many people.		comments from other people
Time Management	Average	Excellent	Attend a class on time management online and incorporate its principles into your normal working practices.	Maintain compliance with the project deadlines and do duties in a more effective manner	3 months	a certificate of completion and comments from the management on how well you met your deadlines
Leadership	Limited	Proficient	Participate in the leadership of a group project as a volunteer and take part in leadership training.	The project was accomplished by the team with flying colours, with encouraging comments from those involved	9 months	certificate of completion and overwhelmingly good comments from team members

Conclusion

The Changemakers: Creating a Personal Brand for Sustainable Employment programmed was quite helpful in illuminating and honing my own set of employable abilities. I was able to better understand my strengths and weaknesses in terms of my employability after doing a self-assessment, cataloguing the abilities necessary for professional practice, and assessing the degree to which those talents match the needs of prospective employers. In addition, I have a detailed strategy for accomplishing my professional goals by focusing on strengthening the abilities that are crucial to my chosen profession. With the completion of this lesson, I feel much more confident in my ability to compete in the job market and advance in my chosen pitch.

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