



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

ECCE4001

Pwy ydw i?: Archwilio Hunaniaeth Broffesiynol

ECCE4001

Who Am I?: Exploring Professional Identity

Thema 8: Datblygu eich Proffil Proffesiynol
Theme 8: Developing Your Professional Profile

Trawsnewid Addysg, Trawsnewid Bywydau
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Cynnwys y Thema

Theme Content

- Proffil Proffesiynol a Hunaniaeth Broffesiynol
- Beth yw Proffil Proffesiynol?
- Pam ei fod yn bwysig?
- Beth y dylid ei gynnwys?
- Mathau o broffiliau proffesiynol
- Gwerthuso proffil proffesiynol
- Proffiliau Proffesiynol a'r Cyfryngau Cymdeithasol
- Professional Profile and Professional Identity
- What is a Professional Profile?
- Why is it Important?
- What should be included?
- Types of professional profile
- Evaluating a professional profile
- Professional Profiles and Social Media

Cysylltiadau â Themâu Blaenorol

Links to Previous Themes

- Mae'r Thema hon yn adeiladu ar gysyniadau a archwiliwyd yn;
- Thema 2: Egwyddorion Ymarfer Proffesiynol
- Thema 3: Ymarfer Adfyfyriol – Damcaniaethau a Modelau, a
- Thema 7: Adeiladu Gwybodaeth Broffesiynol
- This Theme builds on concepts explored in;
- Theme 2: Principles of Professional Practice
- Theme 3: Reflective Practice – Theory and Models, and
- Theme 7: Building Professional Knowledge

Pwynt Trafod

Discussion Point

- *Beth yw'r gwahaniaeth rhwng eich **hunaniaeth broffesiynol** a'ch **proffil proffesiynol**?*

*What is the difference between your **professional identity** and your **professional profile**?*

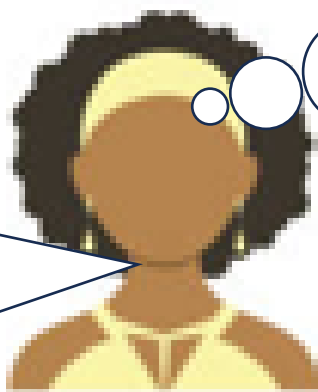
Proffil Proffesiynol o'i gymharu â Hunaniaeth

Proffil

Allanol

Yr hyn rydych chi'n dweud wrth bobl amdanoch chi eich hun.

Y ffordd rydych chi'n ymddwyn.



Mewnol

Y ffordd rydych chi'n meddwl amdanoch chi eich hun a'ch ymarfer.

Hunaniaeth

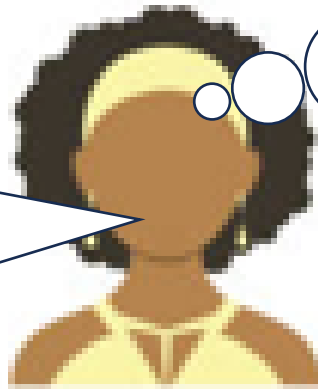
Professional Profile vs Identity

Profile

External

What you tell
people about
yourself.

The way that you
behave.



Internal

The way that
you think
about yourself
and your
practice.

Identity

Hunaniaeth Broffesiynol

Professional Identity

Datblygu Eich Hunaniaeth Broffesiynol

Developing Your Professional Identity

- Mae datblygu eich hunaniaeth broffesiynol yn ymwneud â:
- ‘deall eich nodau proffesiynol, eich anghenion, eich diddordebau a’ch dewisiadau dysgu er mwyn nodi meysydd i’w datblygu’
- ‘diffinio eich nodau gyrfa tymor byr, canolig a hirdymor er mwyn cynllunio eich datblygiad proffesiynol’
- Developing your professional identity involves:
- ‘understanding your professional goals, needs, interests and learning preferences in order to identify areas for development’
- ‘defining your short-, medium- and long-term career goals in order to plan your professional development’

(Cyngor Prydeinig, 2026)

(British Council, 2026)

Datblygu Eich Hunaniaeth Broffesiynol

Developing Your Professional Identity

- ‘nodi’r llwybrau datblygiadol sydd ar gael er mwyn cyrraedd eich nodau dysgu a gyrfa’
- ‘ymgysylltu â chyfleoedd datblygiad proffesiynol priodol a dewis adnoddau’n feirniadol er mwyn llywio eich ymarfer yn yr ystafell ddosbarth’
- ‘identifying the developmental pathways available to reach your learning and career goals’
- ‘engaging in appropriate professional development opportunities and critically selecting resources to inform your classroom practice’

(Cyngor Prydeinig, 2026)

(British Council, 2026)

Datblygu Eich Hunaniaeth Broffesiynol

Developing Your Professional Identity

- ‘y clwstwr cymharol sefydlog a pharhaol o briodoledau, gwerthoedd, cymhellion, a phrofiadau y mae pobl yn eu defnyddio i ddiffinio eu hunain mewn rôl broffesiynol’
- the ‘relatively stable and enduring constellation of attributes, values, motives, and experiences in terms of which people define themselves in a professional role’

(Ibarra, 1999 *a ddyfynnwyd yn* Professional Standards Authority, 2018, t.1)

(Ibarra, 1999 *cited in* Professional Standards Authority, 2018, p.1)

Proffil Proffesiynol (neu Frand Personol?) Professional Profile (or Personal Brand?)

Beth yw proffil proffesiynol?

What is a professional profile?

- Mae proffil proffesiynol yn grynodedb gwyno o sgiliau, gwybodaeth, profiad a gwerthoedd proffesiynol ymarferydd, sydd wedi'i ddefnyddio i arddangos eu haddasrwydd ar gyfer rôl neu ddilyniant gyrfa.
- Ym maes addysg, mae'n cyd-fynd yn agos â safonau proffesiynol, sy'n diffinio'r isafswm ymarfer, ymddygiad a chymwyseddau disgwyledig ar gyfer ymarferwyr.
- A professional profile is a concise summary of a practitioner's skills, knowledge, experience, and professional values, used to demonstrate their suitability for a role or career progression.
- In education, it aligns closely with professional standards, which define the minimum expected practice, conduct, and competencies for practitioners.

Seiliedig ar (Adran Addysg, 2021)

Based on (Department for Education, 2021)

Beth yw proffil proffesiynol?

What is a professional profile?

- Mae'n adlewyrchu **hunaniaeth broffesiynol** ymarferydd, yn aml yn cysylltu nodweddion personol â disgwyliadau cydnabyddedig megis diogelu, ansawdd addysgu ac ymddygiad moesegol.
- It reflects a practitioner's **professional identity**, often linking personal attributes to recognised expectations such as safeguarding, teaching quality, and ethical behaviour.

Seiliedig ar (Adran Addysg, 2021)

Based on (Department for Education, 2021)

Beth yw proffil proffesiynol?

What is a professional profile?

- Mae proffil proffesiynol yn disgrifio sut mae ymarferydd blynyddoedd cynnar yn bodloni disgwyliadau'r sector ar gyfer rolau, cyfrifoldebau, ac atebolrwydd o fewn lleoliadau gofal plant ac addysg.
- Mae'n adlewyrchu'r disgwyliad bod gan ymarferydd blynyddoedd cynnar lefel uchel o broffesiynoldeb, gwybodaeth a chyfrifoldeb, fel y nodwyd yng nghanllawiau gyrfa blynyddoedd cynnar Cymru.
- A professional profile describes how an early years practitioner meets sector expectations for roles, responsibilities, and accountability within childcare and education settings.
- It reflects the expectation that early years practitioners have a high level of professionalism, knowledge, and responsibility, as highlighted in Welsh early years career guidance.

Seiliedig ar (Gofal Cymdeithasol Cymru.

Dim Dyddiad)

Based on (Social Care Wales. No Date)

Mathau o broffiliau proffesiynol

Types of professional profile

Curriculum Vitae (CV)

- Cronolegol
- Wedi'i dargedu
- Datganiad Personol / Llythyr Eglurhaol
- Bywgraffiad Proffesiynol (e.e. ar Wefan Sefydliad/Ysgol)
- Proffil ar-lein (e.e. LinkedIn)

Curriculum Vitae (CV)

- Chronological
- Targeted
- Personal Statement/ Covering Letter
- Professional Biography (e.g. on Organisation/School Website)
- Online profile (e.g. **LinkedIn**)

A ddylwn i gael proffil LinkedIn?

Should I have a LinkedIn profile?

- Mae'n ddewis personol
- Ond, mae llawer o ffynonellau, gan gynnwys **Tîm Gyrfaoedd PCYDDS** yn awgrymu ei fod yn ymarfer da
- This is a personal choice
- However, many sources, including the **UWTSD Careers Team** suggest that it is good practice

PCYDDS MyCareer (Dim Dyddiad)



UWTSD MyCareer (No Date)

Mathau o broffil proffesiynol

Types of professional profile

- Dyma enghraifft o ffordd wahanol o hyrwyddo eich proffil proffesiynol
- This is an example of a different way of promoting your professional profile



(Gabbie, 2026)

Pam ei fod yn bwysig?

Why is it important?

- Yn aml, mae proffil proffesiynol yn cael ei ddefnyddio i:
 1. gefnogi ceisiadau am swyddi (e.e. CVs neu geisiadau)
 2. Tystiolaeth o gymhwysedd yn ystod hyfforddiant neu gymwysterau
 3. Llywio prosesau gwerthuso a datblygiad proffesiynol sy'n gysylltiedig â safonau.
 4. Gadarnhau eich **hunaniaeth broffesiynol yn gyhoeddus** a gyda'ch **cyflogwr**.
- A professional profile is often used to:
 1. support job applications (e.g. CVs or applications)
 2. evidence competence during training or qualifications
 3. inform appraisal and professional development processes linked to standards
 4. Confirms your **professional identity** both **publicly** and with your **employer**

Pam ei fod yn bwysig?

Why is it important?

- Un cysyniad datblygu gyrfa sy'n berthnasol i'r syniad o broffil proffesiynol yw P.I.E;
 - Perfformiad
 - Delwedd
 - Amlygiad
- One career development concept which applies to the idea of a professional profile is P.I.E.;
 - Performance
 - Image
 - Exposure

(Coleman, 2010)

Y cysyniad P.I.E. a phroffiliau proffesiynol

The P.I.E. concept and professional profiles

- Mae Coleman yn dadlau bod y tair elfen hyn yn cyfuno i effeithio ar y ffordd yr ydym yn cael ein canfod
- Maen nhw'n ffurfio rhan o 'reolau anysgrifenedig 'diwylliant sefydliadol' (Coleman, 2010, t. lx)
- Coleman argues that these three elements combine to affect the way in which we are perceived
- They form part of the 'un-written rules' of 'organisational culture' (Coleman, 2010, p.ix)

Y cysyniad P.I.E. a phroffiliau proffesiynol

The P.I.E. concept and professional profiles

- **Perfformiad**

- Cyflawni canlyniadau cryf a bodloni disgwyliadau swydd
- Arddangos cymhwysedd a dibynadwyedd technegol
- Ffurfio sylfaen hygrededd, ond, ar ei ben ei hun, nid yw'n ddigon ar gyfer cynnydd
- Mae Coleman yn dadlau mai dyma beth sy'n cael ei ddisgwyl gan bawb mewn swydd.

Performance

- Delivering strong results and meeting job expectations
- Demonstrating technical competence and reliability
- Forms the foundation of credibility but alone isn't enough for advancement
- Coleman argues that this is what is expected of everyone in a job

(Coleman, 2010)

Y Cysyniad P.I.E. a phroffiliau proffesiynol

The P.I.E. concept and professional profiles

- **Delwedd**

- Sut mae eraill yn gweld eich proffesiynoldeb a'ch brand personol
- Mae'n cynnwys dull cyfathrebu, ymddangosiad, ac ymddygiad
- Mae'n dylanwadu ar ymddiriedaeth, hyder a photensial arweinyddiaeth canfyddedig.

Image

- How others perceive your professionalism and personal brand
- Includes communication style, appearance, and behaviour
- Influences trust, confidence, and perceived leadership potential

(Coleman, 2010)

Y Cysyniad P.I.E. a phroffiliau proffesiynol

The P.I.E. concept and professional profiles

- Ymgysylltiad
- Gwelededd i'r rheiny sy'n gwneud penderfyniadau a rhanddeiliaid allweddol
- Mae'n cynnwys rhwydweithio, cyflwyno, a rhannu cyflawniadau
- Mae'n gyrru cydnabyddiaeth a chyfleoedd ar gyfer dilyniant

Exposure

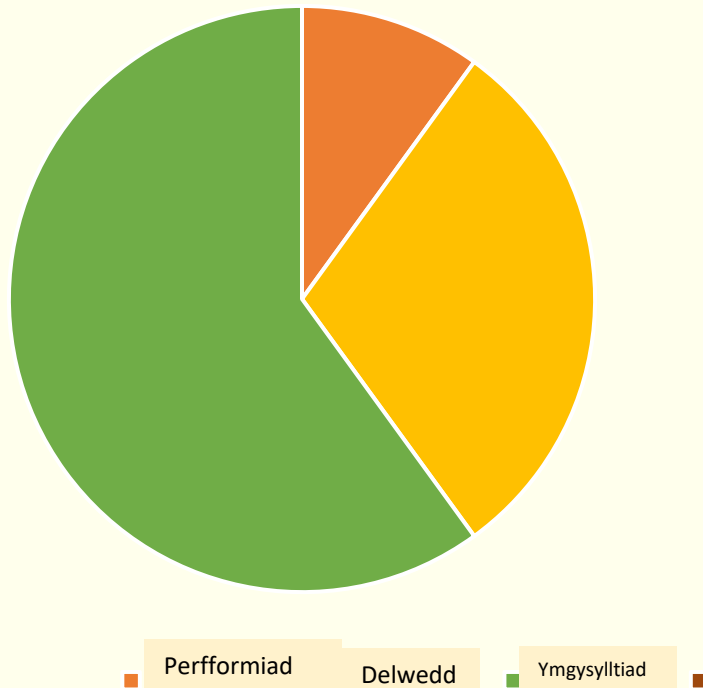
- Visibility to decision-makers and key stakeholders
- Involves networking, presenting, and sharing achievements
- Drives recognition and opportunities for progression

(Coleman, 2010)

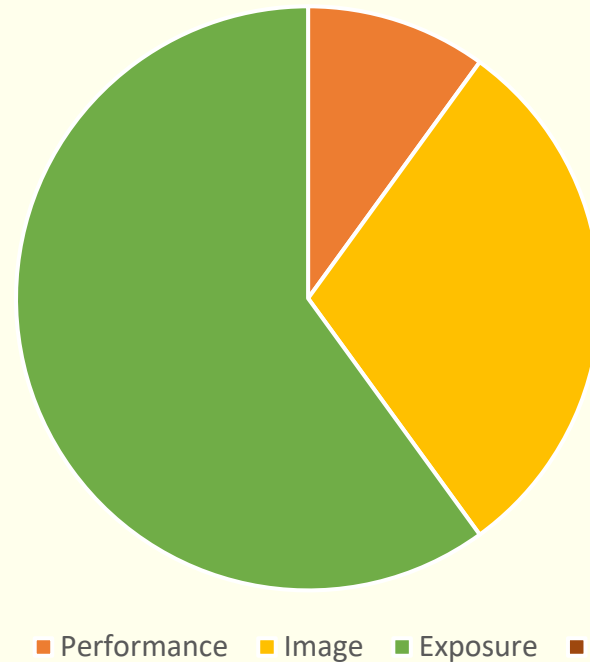
Y Cysyniad P.I.E. a phroffiliau proffesiynol

The P.I.E. concept and professional profiles

Proffil Proffesiynol



Professional Profile



Pam ei fod yn bwysig?

Why is it important?

- Mae'r ddamcaniaeth P.I.E. yn cael ei defnyddio mewn datblygiad proffesiynol ar draws sectorau, er enghraifft;
- The P.I.E. theory is used in professional development across sectors, for example;



Elfennau proffil proffesiynol

Elements of a professional profile

- Cymwysterau a hyfforddiant
- Gwybodaeth a sgiliau
- Ymddygiadau a gwerthoedd proffesiynol
- Profiad a chyfrifoldebau
- Ymrwymiad i ddatblygiad proffesiynol parhaus (DPP)
- Qualifications and training
- Knowledge and skills
- Professional behaviours and values
- Experience and responsibilities
- Commitment to continuous professional development (CPD)

Gwerthuso proffil proffesiynol

Evaluating a professional profile

- Gweithgaredd
- Astudio proffil Alessia Moretti (ffugl)
- Gan ddefnyddio'r **Daflen Astudio Dan Arweiniad**, gwnewch nodiadau ar nodweddion da a meysydd i'w gwella
- Cefnogi eich sylwadau gyda dyfyniadau
- Activity:
- Study the profile of Alessia Moretti (fictional)
- Using the **Guided Study Sheet** make notes on good features and areas for improvement
- Support your comments with citations

Os yw'n Gyhoeddus, eich Proffil chi ydyw

If it is Public then it is your Profile

- Felly, hyd yn hyn, rydyn ni wedi edrych ar ffyrdd y gallwn llywio ein proffil proffesiynol yn **ymwybodol** ac yn **gadarnhaol**
- Ond, mae tystiolaeth gynyddol y gallem llywio ein proffil proffesiynol yn **ddiarwybod** ac yn **negyddol**.
- Thus far, we have looked at ways in which we can **consciously** and **positively** shape our professional profile
- However, there is growing evidence that we can also **unconsciously** and **negatively** shape our professional profile

Y Cyfryngau Cymdeithasol

Social Media

Pwynt Trafod

Pa blatfformau
cyfryngau
cymdeithasol ydych
chi'n eu defnyddio?

Discussion Point

*What social media
platforms do you use?*

Y Cyfryngau Cymdeithasol a'ch Proffil Proffesiynol

Social Media and your Professional Profile

- Gallwch chi ddod o hyd i lawr o enghreifftiau o'r dylanwad y mae gan y cyfryngau cymdeithasol ar fywydau proffesiynol pobl
- Er enghraifft: mae **70% o Gyflogwyr yn Defnyddio Safleoedd Rhwydweithio i Ymchwilio i Ymgeiswyr yn Ystod y Broses Gyflogi**
- Beth sydd ei angen arnoch i ystyried y ffynhonnell hon?
- You can find many examples of the influence that social media has on people's professional lives
- For example: **70% of Employers Use Social Networking Sites to Research Candidates During Hiring Process**
- What do you need to consider about this source?

Y Cyfryngau Cymdeithasol a'ch Proffil Proffesiynol

Social Media and your Professional Profile

- Cynhaliodd Türker ac Üngüren (2025) ymchwil gyda 480 o recriwtwyr /cyflogwyr
- Roedd ei ffocws ar y ffordd yr oedd cyflogwyr yn defnyddio'r cyfryngau cymdeithasol wrth ddewis ymgeiswyr ar gyfer swyddi
- Türker & Üngüren (2025) carried out research with 480 recruiters/employers
- Their focus was on the way in which employers used social media when selecting candidates for a job

Y Cyfryngau Cymdeithasol a'ch Proffil Proffesiynol

Social Media and your Professional Profile

- Canfuwyd bod:
- ‘Yn ogystal â CVs a geirdaon traddodiadol, mae proffiliau ar y cyfryngau cymdeithasol yn cynnig cyfle i arbenigwyr recriwtio gael dealltwriaeth fwy cynhwysfawr o ymgeiswyr’
- They found that:
- ‘In addition to traditional résumés and references, social media profiles offer recruitment specialists the opportunity to gain a more comprehensive understanding of candidates’

(Türker ac Üngüren , 2025, t.4)

(Türker & Üngüren , 2025, p.4)

Y Cyfryngau Cymdeithasol a'ch Proffil Proffesiynol

Social Media and your Professional Profile

- Maent yn mynd ymlaen i nodi:
- ‘Yn benodol, mae ymddygiad ymgeiswyr ar lwyfannau cyfryngau cymdeithasol, y cynnwys y maent yn ei rannu, a’r sylwadau y maent yn eu gwneud yn rhoi cliwiau pwysig am eu personoliaethau, eu gwerthoedd a’u cydnawsedd â diwylliant y sefydliad.’
- They go on to state that:
- ‘In particular, candidates’ behavior (*sic*) on social media platforms, the content they share, and the comments they make provide important clues about their personalities, values, and compatibility with organizational culture.’

(Türker ac Üngüren , 2025, t.4)

(Türker & Üngüren , 2025, p.4)

Y Cyfryngau Cymdeithasol a'ch Proffil Proffesiynol

Social Media and your Professional Profile

- Edrychodd yr astudiaeth flaenorol ar y cyfryngau cymdeithasol a recriwtio
- Ond, gall cynnwys y cyfryngau cymdeithasol ddylanwadu ar gyflogaeth barhaus person.
- Er enghraifft, mae Robards a Graf (2022) wedi astudio adroddiadau newyddion o ddiswyddiadau o ganlyniad i negeseuon ar y cyfryngau cymdeithasol gan unigolion
- The previous study looked at social media and recruitment
- However, social media content can also influence a person's continued employment
- For example, Robards and Graf (2022) have studied news reports of dismissals due to social media posts by individuals

Y Cyfryngau Cymdeithasol a'ch Proffil Proffesiynol

Social Media and your Professional Profile

- Maent yn rhoi enghreifftiau o nyrsys, diffoddwyr tân ac athrawon sydd wedi'u diswyddo o ganlyniad i negeseuon ar y cyfryngau cymdeithasol (Robards a Graff, tt. 6-7)
- Maen nhw'n mynd ymlaen i ddatgan bod “people are fired for social media posts—both posts they have made themselves and posts by others making their behaviour (*sic*) and actions visible’ (Ibid. t.11)
- Ond, mae'n nhw'n nodi hefyd, y dylai cyflogwyr fod yn fwy maddeugar wrth edrych ar ‘historic’ social media posts (Ibid. t.11)
- They provide examples of nurses, firefighters and teachers who have been dismissed because of social media posts (Robards & Graf, 2022, pp. 6-7)
- They go on to state that ‘people are fired for social media posts—both posts they have made themselves and posts by others making their behaviour (*sic*) and actions visible’ (Ibid. p.11)
- However, they also point out that employers should be more forgiving when looking at ‘historic’ social media posts (Ibid. p.11)

Crynodeb

Summary

- Eich **Proffil Proffesiynol** yw'r ffordd rydych chi'n cyflwyno eich hun yn y parth cyhoeddus
- Dylid adlewyrchu eich **Hunaniaeth Broffesiynol**
- Mae'n bwysig ar gyfer chwilio am waith (a'i gadw)
- Byddwch chi'n datblygu eich Proffil Proffesiynol dros y tair blynedd nesaf o astudio.
- Your **Professional Profile** is the way that you project yourself in the public domain
- It should reflect your **Professional Identity**
- It is important for finding (and keeping) work
- You will develop your Professional Profile over the next three years of study.

Gweithgaredd Astudio Dan Arweiniad

Guided Study Activity

- *Datblygu Proffil
Proffesiynol drafft*

*Developing a draft
Professional Profile*

Cyfeiriadau

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