

Zander Letter



BMTP5014(Changemakers - Building a Personal Brand
for Sustainable Employment)

By Sam Goodfield 2000621
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Dear Sam,

I got the grade, I did it, I got the first.

Not the easiest endeavour I've ever completed, and it was a journey of both academic and personal change. At times, I felt like giving up, but subconsciously in my mind was the end goal, the 1st i've worked so hard to attain.

One of the biggest hurdles to cross was watching the government's social distancing measures tear apart the industry I know, love and study, with the industry powerless to do anything about it. At times, I thought, is there really any point? I'm going to graduate in a subject that's extinct. Seeing the hospitality and events industries' dedicated and determined approach to keep going, made me more determined than ever to study, and save the sector I know and love.

“We need to understand ourselves in order to gain direction” (Belbin, 2009). One of the fundamental learning points for me was to gain an understanding of myself, learn to learn, and learn how to achieve my objectives.

I also had to learn how to persevere, and not to wilt when challenges get tough. Persistence is a characteristic of success (Lucas and Spencer, 2018), and a skill I had to learn to help me get my first. The psychological need to change to achieve my desired grade was a huge challenge for me, due to my previous attendance to procrastination, instead of focusing on the desired task. Building resilience to failure was important to ensure I was able to get up and go after a failure was important to attaining my desired end goal. When something challenging happens, we have the ability to get up, face the challenge and go again (Graham, 2018, The Basics of Strengthening Resilience section).

Building resilience to failure and external factors was a very important part of my second year. Following issues with House Mates, being involved in a car crash, working nights and not getting the grade I wanted, resulted in me having to make a few major life changes. Including, getting a new job, retaking

second year and becoming more determined than ever to complete University, and get that first.

Mark Manson said “It turns out that adversity and failure are actually useful (Manson, 2016, You Are Not Special section).” I learned that failure helped me to build resilience and determination to succeed. Retaking second year, implementing my learnings from failing it previously, helped me push through, and pass all my assignments. Attending graduations also helped me push forward to that goal, wanting to be in the position to stand on that stage at Swansea Area, wearing a mortarboard was a huge motivational factor to help me push through.

Furthermore, one of the biggest motivational factors was to treat myself after completing a section of a project. Instead of going out whenever I felt like it, I would only go out if I'd completed a goal.

After years of hard work, I finally hit the ultimate goal, standing on that stage, with a mortarboard in front of my Family and Friends. I'd finally reached that goal, attained my Degree, Made great friends along the way, gained a wealth of information, contacts and a BA! Stepping outside my comfort zone, learning both about myself, the industry I love and meeting some great friends along the way helped support me throughout, and felt had a significant impact on getting the first.

Overall, I feel that although I've overcome one of the hardest, but most important and fulfilling missions of my life, and feel that it's opened many doors for me, both professionally and personally.

Sincerely,
Sam

Reference list

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Lucas, B. and Spencer, E. (2018) Developing Tenacity. [edition unavailable]. Crown House Publishing. Available at: <https://www.perlego.com/book/662250/developing-tenacity-teaching-learners-how-to-persevere-in-the-face-of-difficulty-pdf> (Accessed: 22 November 2022).

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