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Module name: Changemakers: Building your Personal Brand for Sustainable

Employment

Module code: BMHP5015

Lecturer name: Caroline Salami

1. Introduction

This assignment presents all the concepts I've learnt on the model: Building Your Personal Brand for Sustainable Employment Module. This highlights the importance of personal branding in health and social care and professional contexts.

The outcome of this module gave me important knowledge to make a difference not only in my professional career but also in my personal day-to-day life.

During this module, I completed a lot of activities online which helped me to improve my view on my professional identity, skills and future career goals.

On this assignment, I will present the following four units:

- personal branding

- boundary-less careers

- networking techniques

- emotional intelligence principles .

Applying all the concepts I've learnt already from the module, I will be able to make a difference in my career as well as improve and learn more skills, which will enhance my quality of service for the patients.

For every single unit, I will explain the main concept of each, how they can be applied to my career, and how every single piece of knowledge can be applied in the health and social care practice. To support my research, I will also add my academic research, and I will attach a copy of all the online activities I have participated in.

Furthermore, this reflection helped me build up my confidence, improve my awareness, set my goal and prepare my plan to achieve the position I want in my future career in health and social care.

1. Reflection on Unit 1: Brand You

Personal branding is the central concept of Unit 1, which explains how individuals usually present themselves in real life and at work.

The main concept of this unit is "how to develop a strong personal brand identity".

Before this topic, I never considered how important personal branding is and how people feel about presenting themselves online in a professional business setting. Typically, to create different connections and expand their network, for example, on LinkedIn.

This unit for me was really helpful because it highlighted the importance of personal branding, which means creating a clear and positive impression of myself, especially in the health and social care world, where trust and professionalism are essential skills.

Self-awareness was one of the concepts I found very useful because I was able to understand the meaning of strengths and weaknesses, and how I can be conscious about my behaviour. This can affect and impact others, identifying it is vital in order to improve all my personal skills to better myself.

For example, with the online activities, I realised how important my communication skills are and also how a lack of confidence can have a negative effect on my communication skills. This concept is connected with Gibbs' (1988) reflective cycle, which highlights the importance of reflection in learning and improvement. As I continue to apply this concept to my profession, I will be able to analyse all my work and understand what was good, what I need to improve, and how I can improve my actions for the future.

The concept of self-awareness and the Gibbs model presented in the health and social care sector are used to help professionals understand the experience and to develop better skills to improve their practice and service towards the patient.

Another key concept was digital footprint. The company would hire staff, often to check social media profiles, for example, what the user has previously commented, tweeted or posted. This highlights the importance of presenting a professional online image, especially when presenting yourself to other

professionals you don't know. This has influenced me immensely, as before this unit, I did not realise how what I post online and the image I present of myself impact my professional career.

This is especially important in health and social care, where maintaining professionalism and confidentiality is critical. According to Peters (1997), personal branding plays a key role in how individuals are perceived in professional environments and also in creating a strong and professional identity.

These three concepts are connected because self-awareness helps one to be more conscious of themselves, a digital footprint reflects how you present yourself online, and personal branding shapes how people perceive you. Altogether are important qualities to have when developing a strong and professional identity.

This unit made me realise the importance of developing these skills and the positive impact it'll have in order to improve my future career opportunities. At the end of it, the first unit helped me understand the significance of presenting myself professionally and developing a strong personal brand.

22:46



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BMHP5015_LON: What does boundaryless mean ?



Ana Maria Bove



To: Ana Maria Bove (2337232)

Thu 05/03/2026 13:45

[BMHP5015_LON](#) » [Forums](#) » [Week 2 Forum](#) » [What does boundaryless mean ?](#)

[AB](#)

What does boundaryless mean ?

by [Ana Maria Bove](#) - Thursday, 5 March 2026, 1:14 PM

Boundaryless is a concept that means the person works for a company, not for any single individual, and an example in health and social care could be an Advice worker, a care manager, a community development worker, a community education officer, a family support worker, a health improvement practitioner, or a health service manager.

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BMHP5015_LON: Meaning of Self- Determination



Ana Maria Bove



To: Ana Maria Bove (2337232)

Fri 27/02/2026 12:11

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[AB](#)

Meaning of Self- Determination

by [Ana Maria Bove](#) - Friday, 27 February 2026,
11:39 AM

Self - determination means begin aware of your capacity without any influence from outside; it could be considered the capacity to make one's own choice or act and decide without asking someone else.

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BMHP5015_LON: Meaning of Autonomy



Ana Maria Bove



To: Ana Maria Bove (2337232)

Fri 27/02/2026 11:59

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Meaning of Autonomy

by [Ana Maria Bove](#) - Friday, 27 February 2026,
11:28 AM

The Autonomy in health and social care is a concept that defines the ability of the person to make their own decision.

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TASK 2 – UNIT 2: IT'S A SMALL WORLD

Unit 2 is more focused on globalisation and how this can impact the health and social care sector.

Cultural awareness, which includes diversity as well, was one of the main topics covered.

The main point of this unit is to understand each individual and take into consideration the different backgrounds they may be from. Everyone has to feel comfortable and not be treated in a different way. I've learnt that healthcare professionals work with people from different cultures, backgrounds and ethnicities, and it is important to respect and understand these differences; this concept is connected with the importance of providing individually catered care plans to meet the patients' needs accordingly.

Initially, this means that no matter the difference in ethnic background, the professionals need to work with the sole purpose of what's in the best interest of the patient.

.According to Betancourt, cultural competence is essential to reduce the inequalities as well as improve the quality of care.

Connections in healthcare were a very good point of this topic because, as it is presented in the module, health issues are not limited to one country, and global events, such as pandemics, can affect healthcare

systems worldwide. For example, Covid 19 affected many countries, and this showed me the significance of collaborations between many countries to improve the health outcomes.

These concepts allowed me to understand how the health and social care system is connected worldwide and how important global collaboration is to improve health outcomes.

Furthermore, with the concept of the World Health Organisation, I also learned about communication barriers, such as language differences and cultural misunderstandings and how they can have a negative impact on the outcome of the service for the patient. As a result, we can say effective communication is a good skill to have in the health and social care profession.

The NHS Constitution of England is an official document which explains how the health and social care professionals work and are responsible for the rights of the patient. This document highlights the importance of equality, respect and inclusive care, which are essential skills to work with people from different backgrounds.

At the end of the unit, my knowledge has increased a lot more in terms of awareness of global health, communication and diversity. This module has helped me understand the importance of being respectful, open-minded and adaptive when working in the social care sector.

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BMHP5015_LON: Why self-awareness is essential in health and social care



Ana Maria Bove



To: Ana Maria Bove (2337232)

Fri 06/03/2026 16:39

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Why self-awareness is essential in health and social care

by [Ana Maria Bove](#) - Friday, 6 March 2026, 4:08 PM

Self awareness is the capacity of each individual to understand how they can be introspective and be concius of their personal limits and the capacity to interact with world . Working on yourself is the only way to improve the limits and allows all the workers in health and social care sector to improve the quality of the service they deliver.

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TASK 3 – UNIT 3: OPPORTUNITY KNOCKS

Unit 3 is more focused on recognising opportunities, improving skills and preparing for future career developments. One of the main topics of this unit is career development, which taught me the significance of what makes a real plan and set my goal to achieve what I want in my career and develop more skills in this sector.

To become a successful professional, I need to constantly develop and improve my skills and stay focused.

This unit has helped me understand that the change to get a good job or any good opportunities doesn't come by itself, but most likely, I need to be proactive to find them. I need to see if they can be suitable for me and in which way they can benefit my career.

Applying this way of thinking changed my way of thinking and made me more conscious and responsible for my own development.

Networking is also an important concept, which means building professional relationships with other professionals. This method can also connect professionals from different sectors and help to discover new opportunities.

According to Bridgstock, employability is not just about having the right skills but is more about building networks and managing your career. This concept made me realise how important communication is and made the right connection with other professionals to later help with my career.

I also explored skills development, including my identity, my strengths, and the areas I need to work on to improve my skills.

With online activities, I reflected on specific skills such as communication, teamwork and organisation. I've reflected on my skills, which has helped me feel more confident in my professional strength and in what I can offer in a professional setting, and has shown me how important it is to always develop my skills.

In health and social care, continuous professional development is essential, as professionals need to keep their knowledge and skills updated at all times.

This unit made me realise that learning does not stop after education, but has to continue to update throughout my career.

To conclude, Unit 3 helped me to improve my understanding of my career development and to become more conscious of my future opportunities.

23:01



BMHP5015_LON: Networking



Ana Maria Bove



To: Ana Maria Bove (2337232)

Fri 06/03/2026 18:22

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Networking

by [Ana Maria Bove](#) - Friday, 6 March 2026, 5:51 PM

Networking is a phenomenon where people with the same profession or the same intrest building up relationships or share information. conference, linkedin or engage conversation are fews example of networking.

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TASK 4 – UNIT 4: THE PURSUIT OF HAPPINESS + MINI CONCLUSION (≈400

words)

Well-being was the main topic of Unit 4, which highlights the importance of taking care of yourself and making sure there is a balance between your personal and professional life.

Taking care of yourself, when you work in the social care sector, is one of the important things because most of the time you can face difficult situations where stress and your patients will be challenged daily.

One of the main topics of this unit was mental well-being, which is a concept related to a person's emotional and psychological state, including their ability to manage stress or stay positive, no matter if

the environment around them is not healthy. Maintaining good mental well-being to stay positive is important because it helps to keep me focused in all situations. This made me reflect on how I usually deal with stress and the importance of working with strategies. For example, time management and self-care can improve my well-being a lot.

Job satisfaction is related to this unit because it is about being happy at work. This unit focuses on wellbeing, feeling satisfied with your job and improving mental wellbeing, motivation and performance. In the health and social care sector, this is important because it helps to provide better care for the patient.

When a professional feels valued and supported in the workplace, it can improve their performance a lot better as well as motivation, and this is explained in Maslow's theory, which says: "individuals need to meet their psychological and emotional needs to achieve their full potential."

Resilience is a concept present in this unit, which means the ability to deal with difficult situations, and this concept is what can make the difference. In the health and social care sector, professionals always face difficult situations, and this concept can be very helpful to remain professional and be able to work under pressure.

These concepts are connected because professionals who work in this sector need all of them; mental well-being helps to stay balanced, job satisfaction to keep motivated, and resilience to deal with any challenges and work under pressure.

To conclude, Unit 4 has helped me realise the importance of looking after my wellbeing, which is essential to work in this sector, give the right support to the patients and to help me to develop a more positive and realistic approach to the social care sector. At the end of it, I developed a better understanding of myself and of my capacity, as well as how it is important to improve my skills and my knowledge, which will always help me make progress in my career.

23:01



BMHP5015_LON: Networking



Ana Maria Bove



To: Ana Maria Bove (2337232)

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BMHP5015_LON: meaning of Hierarchy



Ana Maria Bove



To: Ana Maria Bove (2337232)

Wed 11/03/2026 15:53

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meaning of Hierarchy

by [Ana Maria Bove](#) - Wednesday, 11 March 2026, 3:22 PM

Is a system where each people are in a different level, which is related to their power and their importance.

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Ana Maria Bove



To: Ana Maria Bove (2337232)

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FINAL CONCLUSION

In conclusion, this module has helped me to develop important skills and knowledge that will be crucial for my future career in health and social care. Going through each unit, I have improved my understanding of personal branding, cultural awareness, career development, and well-being.

I have learnt the importance of presenting myself professionally, both online and in person, and how this can impact my future opportunities.

Unit 2 helped me to better understand the concept of diversity and to be aware of the different cultures and how different backgrounds can impact the way a professional works.

In unit 3, I learnt how to recognise opportunities, improve my networking and how crucial it is to make strategies to achieve a better position in my future career.

Unit 4 shows me the importance of looking after ourselves and how it can impact the service of care carried out by the professional for the patient; also, the concept of resilience and job satisfaction - how they can shape the service. This means if I am taking good care of myself physically and mentally, then I've got a good and positive attitude, and I like what I'm doing as a professional. I can support my patience and deliver the best outcome for the service.

This module boosted my confidence and prepared me for the challenges I can easily face when working in the health and social care sector. With all the knowledge and skills, this will help me to become a more conscious and resilient professional practitioner in the future.

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