



Student name: Jessica Waters

Student ID: 2335157

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Lecturer name: Caroline Salami

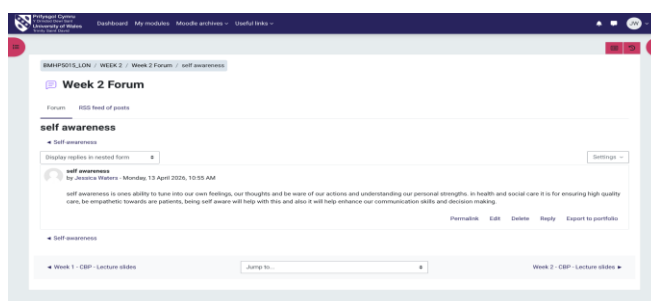
Introduction

During this assignment, I will be sharing how the “changemakers: building your brand for sustainable employment” course has provided me with useful knowledge that will help me with professional development, as well as personal development. During this course it covered 4 very important subjects, which are, personal branding, boundaryless career, which means, individuals are not limited in their line of work, they are not limited to working for just one employer, in one job, their career path is essentially limitless. (career marker, 2025). The knowledge that I have gained during this course has allowed me to have a better understanding of how we can transform our workplace through continuous learning and development and adaptability. Before this course I knew I wanted to be a midwife, and that was my goal, it still is, but this course has strengthened my career development comprehension and given me all the resources I need to better my professional advancement. And it has also abled me to set out my goals so that they seem more achievable, so for instance, instead of my goal just being, “I want to be a midwife”, and it always seeming so far away, I have now set out smaller goals as stepping stones to my reach my main goal, it has made it all seem more achievable.

Reflection (Brand you)

When we were learning unit 1, we covered a variety of topics, personal branding, self-awareness and identifying our strengths. Throughout the unit, I developed an understanding of the importance of self-awareness as a starting point for personal growth. I realised that being aware of my strengths, weaknesses, values, and behaviours allows me to make more informed decisions about my academic and professional development. For example, during class activities, I identified key strengths such as communication and adaptability, but also recognised areas for improvement, which included time management. When it came to personal branding, I learned that it is not just about how others perceive me, but about intentionally shaping that perception. I developed an understanding of how consistency, authenticity, and clarity contribute to a strong personal brand. This was reinforced through activities where I evaluated my online presence and considered how I present myself on professional platforms. Additionally, I gained insight into how reflecting on feedback from others can enhance self-awareness. I realised that external perspectives could reveal blind spots that I may not notice on my own, which is essential for continuous improvement. Personal branding is important in health and social care, because patients need to be able to trust their healthcare providers, this is crucial in health and social care. Personal branding helps this, it's a process of creating what you want to be perceived as, in your line of work, you are showing people your skills, what you can do, and how you can help them and why you are best suited to do so. (Leap Health, 2026).

When learning about self-awareness we can look at the Johari window model, this was a method developed by Joseph Luft and Harrington Ingham in 1955, they developed this method to help people understand self-awareness and help people improve their self-awareness. (BiteSize Learning, 2025) The Johari window was set out in areas, the open area, the blind spot, the hidden area and the Unknown area, this was done so that people could get to work on expanding the open area, to reduce the blind spot and share some, not all but some of our hidden area, so that we could build up trust and rapports with colleagues. (Bitesize Learning, 2025).

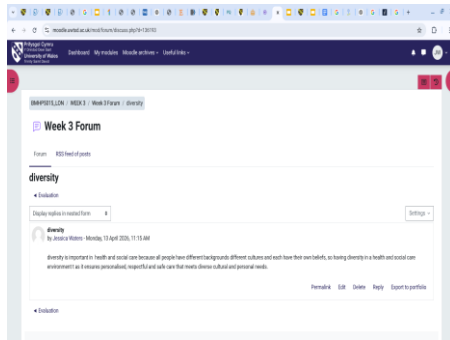


Reflection (it's a small world)

Throughout this unit, I developed an understanding of how culture shapes individuals, culture and shapes beliefs, values, and behaviours, particularly in relation to health and wellbeing. I realised that cultural differences can significantly influence how people perceive illness, treatment, and care services. This awareness has helped me recognise the importance of avoiding assumptions and providing culturally sensitive care. All countries have their own way of life, and everyone sees things differently, we just need to be able to make sure that we can care for all. The next topic we covered was cultural competence and during this topic I learned that in the health and social care career sectors we really need to adapt to our surroundings, this isn't a one type fits all career, we need to be able to communicate effectively with individuals from diverse backgrounds and to respect their beliefs and practices. Otherwise, this could create language barriers and cultural misunderstandings, and this can negatively impact patient outcomes if not addressed appropriately. Lastly, we gained insight into the impact of globalisation on health and social care systems. I realised that global issues such as migration, health inequalities, and access to services require professionals to adapt a global perspective. This broadened my perspective and helped me understand the interconnected nature of health challenges worldwide.

Diversity in the Health and social care sectors is crucial, we have people from so many different backgrounds and cultures, all with their own beliefs and values. Diversity is important because we are delivering effective healthcare to all. Research has shown that patients are sometimes more likely to trust healthcare providers that may reflect their own background, which in turn leads to better communication and it is more likely that the patients will follow their treatment plans, resulting in improved health outcomes. It also empowers not only the patients but the healthcare professionals to have a voice when it comes to the type of care they receive and need. (diversity resources, 2026)

My learning about cultural awareness can be linked to Hofstede's Cultural Dimensions Theory which explains how cultural values influence behaviour across different societies. It can also influence behaviour in organisations. There are six key dimensions that highlight differences between countries, educators, businesses and researchers have used this to improve communication across different cultures. (Simply psychology, 2025).

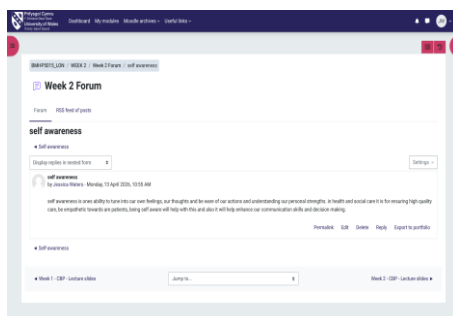


Reflection (opportunity knocks)

Throughout this unit, I learned to identify opportunities more effectively by reflecting on my current skills and future aspirations. I found that opportunities are often linked to self-awareness and require active effort to recognise. For example, I realised that improving my communication and leadership skills could open more academic and career opportunities for me.

I also learned to use structured goal-setting techniques to turn opportunities into achievable outcomes. I found that setting clear and realistic goals helped me stay focused and motivated. Breaking larger goals into smaller steps made them easier to manage and track, which made them seem more realistic and increased my confidence in achieving them. Off the back of that I then developed my understanding of personal development planning. I learned to create actionable plans that outline specific steps needed to achieve my goals. I found that planning ahead allowed me to use my time more effectively and take advantage of opportunities as they arise. During this process I recognised the importance of reflection, I learned to evaluate my progress more regularly and adjust my plans when needed. This helped me become more adaptable and proactive in my aim to professional development as well as my personal development.

When it came to learning about goals, the SMART goals framework is what helped, it was introduced in 1981 by George T. Doran. It revolutionised how individuals approach setting goals, it provides a clear structure that is specific, measurable, achievable, relevant and time bound. This helped individuals and companies to set realistic goals that helped drive performance whilst also being mindful of employee wellbeing. (Emperform, 2025).



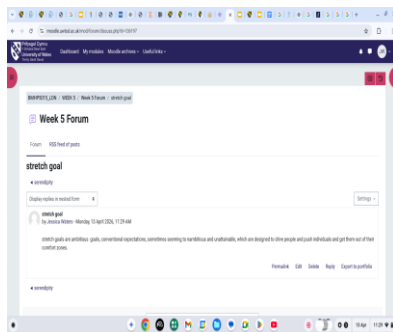
Reflection (pursuit of Happiness)

Throughout this unit, I developed a deeper understanding of the importance of my wellbeing in achieving success and maintaining productivity. I realised that looking after my mental and physical health is not optional, it is essential for sustaining my performance in both my academic and professional settings. When I reflect back I became more aware of how stress and poor time management was negatively affecting my wellbeing and overall effectiveness, so I knew that I had to take time, try to ease my stress and take a new approach and manage my time more effectively, which helped my performance.

I also learned to recognise the importance of resilience in overcoming challenges. I found that resilience is not just about coping with difficulties but also about adapting and growing. Through class discussions and activities, I reflected on past experiences where I faced challenges and identified strategies that helped me manage those situations. This has encouraged me to adopt a more positive and proactive mindset when dealing with future obstacles.

In addition, I developed an understanding of work-life balance and how it contributes to my long-term wellbeing. I learned that balancing academic responsibilities with personal time is crucial for avoiding burnout. I found that setting boundaries, managing my time effectively, and prioritising tasks can help maintain this balance. As a result, I have started to be more mindful about organising my schedule to include both work and personal activities.

The PERMA model was set out to provide a scientifically validated framework for measuring people's wellbeing across five different elements these five elements are, Positive emotion, Engagement, relationships, meaning and accomplishment, this allowed individuals to be able to sit back and assess certain areas of flourishing and are able to identify targeted strategies for improvement via evidence-based interventions. (Reach Link, 2026).



Conclusion

Overall, this module has provided me with a comprehensive understanding of personal and professional development across multiple areas. Throughout Units 1 to 4, I have developed greater self-awareness, improved my understanding of cultural competence and global issues, learned how to identify and use opportunities, and recognised the importance of maintaining wellbeing and resilience.

In Unit 1, I developed an understanding of personal branding and self-awareness, which helped me identify my strengths and areas for improvement. This created a strong foundation for my personal development. In Unit 2, I expanded my perspective by exploring global connections, diversity, and cultural competence, which helped me appreciate the importance of inclusive practice in health and social care. Unit 3 enabled me to take a more proactive approach by identifying opportunities, setting SMART goals, and creating structured personal development plans. Finally, Unit 4 highlighted the importance of wellbeing, resilience, and work-life balance, helping me understand how to sustain long-term personal and professional success.

I found that each unit built upon the previous one, allowing me to gradually develop a more holistic understanding of myself and my future career. I learned to reflect more critically on my experiences, apply theoretical models such as the Johari Window, Hofstede's Cultural Dimensions, SMART goals, Gibbs' Reflective Cycle, and the PERMA model, and use these frameworks to guide my development.

Overall, I feel more confident in my ability to manage my personal and professional growth. I have developed practical skills such as goal setting, reflective thinking, and time management, as well as a deeper awareness of the importance of cultural sensitivity and wellbeing. Moving forward, I will continue to apply these skills and theories to support my academic progress and future career in health and social care.

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