



University of Wales
Trinity Saint David
LONDON

Module: Building your own brand for sustainable employment for changemakers

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Lecturer: Annette Helliwell

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Introduction

This essay will outline the key lessons that the Changemakers taught us. Building your Personal Brand for Sustainable Employment online e-learning resources for the module. It will draw on one topic from each of the four e-learning modules that make up the module, such as Make use of ideas from the module's four modules, including Brand you, It's a Small World, Opportunity Knocks, and The Pursuit of Happiness., to help you assess your understanding of your own employability skills and how well they align with those needed for professional training in a genuine or simulated setting.

I'll create a developing a personal development plan (PDP) outlining the skills I'll need to succeed in the career I've selected as well as how I intend to acquire them in order of importance (and when).

Unit 1: Brand you

I discovered numerous facts in this unit that I did not know about a variety of subject areas, but I have decided to write about one particular issue since I found it to be incredibly fascinating. I learned a lot about Branding myself from this subject.

Brand You

In the context of the changing labour market, this lecture introduces the concept of the Brand Called Me and explains what it means.

It talked about four different topics like Ambition is Important. What Motivates You? Boundaryless Skills and the Boundaryless Career.

I am going to write about the Boundaryless Career.

Boundaryless Career

In this Unit I learnt about boundaryless career as a notion that increases our awareness of a range of potential job paths both within and outside and between organisations, but it is not largely shaped and driven by the career framework of a particular organisation.

Boundaryless careers are those that are intended to stretch across several distinct organisations, sectors, rather than just one, and places. People who chose these careers have a variety of duties and don't operate in a specialised field. (MBASKool, 2023).

This very important to me because Boundaryless career professionals can cross traditional organisational and industry boundaries and typically do not limit themselves to one sector or industry but instead actively seek out opportunities to move and advance across various organisations, industries, and even geographical locations. (His, 2023).

Before this course I had never heard of the word Boundaryless Career before although I have been moving from one job to another. It was intriguing because you can be doing something but not knowing that you are doing it.

Network Society

The term "network society" refers to the phenomenon of the social, political, economic, and cultural transformations that have occurred as a result of the widespread usage of networks of digital and information technology. These networks have had an impact on the developments in the categories. (Juneja, 2015). This will be extremely helpful to me once I finish my course. Networking is essential since it can help you access a wider choice of job opportunities by knowing people at various professional levels. Once you develop a close relationship with someone, you might be able to exploit their connections to get a job. (Eatough, 2023). How information influences the economy is the main topic of Castells' network society hypothesis. Globalisation, industrial organisation, changes in labour and employment, and the evolving space of flows are only a few of the many issues it covers. (Hisse. et al, 2018). By using the network, we can learn more about the world and ourselves. Entrepreneurs might come into fresh market opportunities and more efficient methods of running their companies. The ability of governments to provide public services has improved. We can interact with our loved ones, stay in touch with friends and family, and learn more about almost anything via the internet. (Readiness for the network World, n.d).

From 81% in 2019/2020 to 85% in 2020/21, The proportion of respondents who spoke to family or friends on the phone or via video/audio chat on the internet at least once per week increased statistically significantly. (Department for Digital, Culture, Media & Sport, 2021), This topic was very important to me with very good learning point. I usually used WhatsApp and Facebook but didn't know much about using LinkedIn, I have now started using LinkedIn and uploaded my CV online. I have seen lots of job opportunities and am excited to start applying for them.

Identifying Career Opportunities

Using a prescriptive strategy, Dalton demonstrates how to navigate the Internet's deluge of information and develop a job-search system that uses commonplace software like Excel, Google, LinkedIn, and alumni databases to compile a list of potential employers, get in touch with them, and then land an interview with just two hours of work. (Dalton, 2012).

To increase my likelihood of spotting fantastic career prospects, I'll browse job boards online, work with a recruiter, utilise LinkedIn, network with coworkers, friends, and teachers, and speak with my boss. (Walden University, 2023).

This is important because 85% of people despise their current jobs. (The Square Metre Ltd, n.d). A career development plan decreases the likelihood of making rash decisions and aids in determining when it is time to explore for new professional prospects and acquire new skills. Career planning is crucial for many reasons. (Higginbotham, 2023).

My potential can be realised through professional advancement. This is because it encourages me to seize fresh chances rather than procrastinating too long in my current position. (Wooll, 2022).

I have worked as a Health Care Assistant for over 15 years. I have been just stagnant in this sort of jobs although I have so much experience. I feel I can make more difference, so I have now decided to progress by doing this course. I hope to go into management after my degree so I can make a difference.

Future Me

This subject made it easier for me to reflect on the reasons I chose to attend university and the elements that shaped my choices.

Gaining a degree will give students the chance to study more in-depth information about the subject of their choice, advance their teamwork abilities, and develop transferable skills like communication and presentation abilities. (Cardiff University, n.d).

Unquestionably, having a degree will increase my chances of career advancement, allow me to make more money, and help me develop my skills. In addition, I'll gain valuable life lessons, have amazing experiences, and enhance my resume. But I'll also need to put in the effort to make the most of my experience. (Reeds, 2023).

I also learnt about limiting belief.

A limiting notion is a mindset or self-perception that limits you in some manner. Everybody has limiting beliefs, but by learning to recognise them, you may actively work to avoid having them limit you. (Asana, 2023). Consider the goals that one has but isn't currently pursuing in order to identify one's limiting beliefs. Find a reason not to do it, and then consider that reason. Usually, the "why" portion of the statement contains this justification. Trying to challenge such restrictive attitudes is easier said than done. (PushFar, 2023). Use affirmations to change your negative self-beliefs into positive ones.

I used to fear talking in public or doing presentations. I could get all sweating and never believe that I was fluent enough to talk in front of people. I then joined the university and most of the modules requires that you present in front of the class. I practise over and over again, give myself feedbacks and when it comes to that day, I get so encouraged by the positive feedbacks that the lectures and students give me after. I have now started believing that am really good at public speaking and I keep telling myself that. My last presentation was much better as I didn't feel the fear anymore.

I belief that I will be a very successful Social Worker in the future because I like to help people who are venerable. I have so much work experience in Care that I know where most times social workers can do a lot to make a change, but they miss it

because they don't realise how much difference it makes with there input. I plan to focus on my course and graduate. I will use my final year to do some voluntary work to learn alongside qualified social workers so they can coach and mentor me. When I complete my course then I will apply for full times jobs and start making a difference by combining all my knowledge and experience.

Personal Development Plan (PDP)

What education do I need or want?	What shall I do to bring about this?	What equipment or help will I need?	What metrics will I use to judge my success?	Times when the review will be completed.
To finish my education so I can become a social worker.	Continue my studies at the university until I have graduated.	I'll need a lot of time to study and will seek my professors for assistance.	I'll have to finish my education. I'll start looking for employment in that field.	In 2025, I'll review it.

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