



BMHP5015 Building your Personal Brand

Task 1. Personal Brand

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Task 1: Reflect on your personal brand

My personal brand is the professional image which is built with my conduct, communication, values and career goals. As a health and social care professional, I want my personal brand to convey my qualities as being caring, trustworthy, respectful and a learner. Personal branding is not just about me; it's about building a brand. Personal branding is not just about me; it's about brand building. It's a way of presenting myself to an employer and a professional image that I want to develop. Mustapha (2024) defines personal branding as personal self-marketing, in which individuals clearly communicate their strengths to others.

I believe my personal brand right now is responsible, caring and approachable. I respect their time and listen well to others, do my work on time and treat them with dignity. In health and social care, this is essential as the service user wants professionals who are trustworthy and respectful. According to Gorbatov, Khapova and Lysova (2018), personal branding is a relation of personal values with professional purposes. This applies to me because I want my future employers to perceive me as someone committed to caring ethically.

But I need to build up my confidence, communication skills and experience elements as a professional. This is something that I can do by volunteering, planning to attend employability sessions, enhancing my CV and considering their feedback. In Gorbatov, Khapova and Lysova (2019), it is suggested that personal branding can be used as a means to achieve success in a career if the individual puts his/her strength into view. So developing my personal brand will enable me to be more confident and be wanted in the health and social care field.

References

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