

**SEN/PRU Community of Practice Project**

**Careers in Business**

**Teacher’s guide -**

The event consists of 5 presentations, accompanied by audio. This guide will take you through each slide step by step. Questions in RED are a prompt for classroom teachers to ask children in order to generate discussions.

At the end of this guide, there are a series of activities for you to utilise and implement when time allows.

**First Presentation**

**Slide 1 - Introduction – The event consists of 5 presentations, accompanied by audio.**

Today we are exploring careers in the business sector. What types of careers do you think we will be exploring? (Banking, Human resources, Public relations, marketing, social media and IT, solicitors, the law and accountancy)

**Slide 2 – Task 1**

Think about what type of career you would like when you leave education. Take a minute to chat with the person sitting next to you. Do you see yourself doing something practical, with IT (are you good with computers?), do you like sports, caring for people, working with animals etc.

Tell your teacher what you would like to do and why.

**Slides 3 - 5** **– What is business and what does it mean?**

A business is an organisation where people and companies work together. In a business people work to make and sell products or services. Other people called customers or consumers then buy these products or services.

Can anyone think of a service or product we would buy from a company? If we had a leak in the bathroom, who would we contact? (A plumber) Is this a service or product? (Service)

If you need a new coat or trainers for school, where would you go? Maybe Primark or JD Sports? Are you buying a service or product? (Product)

A business, whether it is selling a service or product earn money and all businesses want to make a profit at the end of the year. What is profit? Profit is the total amount of money a company makes take away expenses such as staff wages, the bosses wages, electric, and gas and water bills, rent for the office, telephone and mobile bills.

If a company earns £20,000 in one year and its expenditure is £15,000, how much profit will the company make? £5000 profit

A business owner will also use many different types of services to help their business be successful. These include –

An Accountant – What do they do? Their job is to keep the financial records of a business up to date, so anything to do with the money that the company makes and spends. They have to follow laws and produce reports so the company owners know how much profit or loss they make and how much tax they have to pay.

A Solicitor – What do they do? A solicitor provides legal advice to their clients, who are businesses. They look at things like company law and help the business keep up-to-date. Can you think of any changes that might impact on a company? April 2020 saw the minimum wage increase to £8.72 per hour for everyone over the age of 25 regardless of the job they do. A solicitor is there to offer help and support to the business. If your business was taken to court a solicitor would represent you. This might be for something like a falling out with an employee or not paying them the correct rate.

The Bank – What do they do? A bank provides financial services to businesses. What do you think this includes? A bank account, a loan, credit cards or a savings account.

Human Resources – What does this mean? HR means Human resources. Some larger companies have HR departments whilst smaller businesses buy in this service when they require it. Your school will have someone who looks after HR. They help businesses hire staff, fire staff, make sure staff follow the rules, make sure the company follow the rules and organise training and promotion. Karen Heer will tell you more about this later.

PR (Marketing / Website and IT) – What is this? PR stands for public relations. Like HR some larger companies have their own PR marketing and website departments, whilst other companies buy this service in when they require it. How would you market your company? Mailshots, TV, magazines, flyers, posters, social media, facebook, twitter, website, Instagram etc. Which method do you think is the most successful way of marketing your business? Hands up – 1. Website 2. Social media 3. Adverts 4. Emails 5. Posters and flyers AND why?

**Slide 6-7 – What careers have changed in this sector?**

10 years ago there were no I-Phones, and therefore no I-Phone Apps or I-Phone App developers. Now there are literally 1000’s of Apps that we use every day. Does anyone use an App? If so what App do you use?

There are many banking Apps that both businesses and individuals use every day. These include –

MONZO – This is FREE to use and is designed to help us manage our money and lets us know if we are overspending in a certain area of our life, such as going out or buying too many clothes. There is a version that businesses can use, to keep track on their spending.

LOOT – Helps businesses and individuals manage their budget every month.

MONESE – helps new comers to the UK open bank accounts.

Careers in social media didn’t exist 10 years ago. Businesses used posters, flyers, emails and letters, newspapers and magazines to market themselves. Things are much different now. What can we use to promote and market our business? Social media is worldwide and very popular and includes facebook, twitter, Instagram. We also use YouTube, mobile phones, professional bloggers, as well as emails shots, TV, radio etc

Internet cafes and virtual offices didn’t exist 10 years ago, neither did Microsoft teams and zoom!! Now we can work from home and run a business without even having to leave the house. COVID and social distancing has encouraged remote working. We can hold meetings with anyone, anywhere in the world using technology that didn’t exist 10 years ago. INFACT all we really need is access to the internet and a device such as a mobile phone or lap top.

**Slide 8-9 – What careers will exist in this sector?**

Let’s move the clock forward. What do we see?

Banks – What will they look like? Most people will be banking on-line. People will still work in this sector but much of it will be automated and done by robots. Careers will be created in design, programming and repairing artificial intelligence…………………….but you will of course need to have an understanding of finance, banking and maths if you want to write programmes for robots in the finance sector.

Crypto currency – What is this? It has been predicted that 50% of National currencies (what is currency? **Currency** is the official money of a country. It consists of paper money and coins. Each country has its own form of **currency**, which is overseen by the central bank of that country), will be replaced by crypto currencies, which is an electric currency and similar to the digital coins you might use in a video game. These digital coins are stored in a digital wallet and used to buy goods or services. Does anyone play X-Box and games that have digital coins you can collect and use throughout the game? Careers in this sector will include –

Crypto currency regulators – What do they do? They make sure that the currency is set at a fair price across the world.

Crypto currency bankers – What do they do? A bit like cash bankers they will manage crypto currency accounts for people and businesses.

Accountants – How will accountants work? – Certain jobs that are carried out by accountants will be done by artificial intelligence and chatbots. Has anyone had the chance to “talk” to a chatbot? If yes – when and where? I have - when I reported a crime to action fraud on line I liaised with a chatbot. Some one used my personal details to open a credit card and bought £500 worth of goods in my name. The chatbot is an automated system that helped me solve my problem. Accountants will be using chat bots more and more in the future for the advice and administrative roles. Careers in this sector might include – Designing and programming robots and chatbots for accountants. However it is also predicted that this sector will still require the personal touch that you can’t get from a robot – someone who listens to you and can show empathy if you have a concern. What is Empathy? It is the ability to put yourself in someone else’s position and feel what they are feeling.

Accountancy is an interesting sector to work in and means you get to work with numbers!!

MATHS TRICK TO DEMOSTRATE HOW INTERESTING MATHS CAN BE –

Think of a number below 10 (remember it) – Multiply or times your number by 2 – Add 6 to your number – Divide the number by 2 – Subtract or take away the first number you thought of.

Ask students for a show of hands – ALL answers should be 3!!

Cyber Security – What is this? Similar to my personal details being used to open a credit card, fraud and criminal activity on line is huge in the business world. Crimes happen all the time and include –

Spoofing – What do you think this is? This is when someone pretends to be someone else.

Spamming – What do you think this is? This is when messages (emails), are sent in huge numbers to people who don’t want to receive them. This is spam or junk mail. The spammers hope that some people will respond and maybe “buy something that doesn’t really exist”

Ransom wear – What do you think this is? If you are held to ransom, it usually means that there is an amount of money to pay the kidnappers for your life. Similar here – there is an amount of money to pay for your soft wear or online details that are confidential, and have been hacked or stolen by someone else.

Careers will exist in all areas of cyber security to include, design, programming, using and training.

Solicitors and Lawyers –What will this look like? Solicitors will not use paper and pens!! All work will be secured on digital platforms. Solicitors will still be needed to protect law but it will look very different.

5G Networks – What is this? This is the next generation of mobile broad band that will allow us to down load and upload at amazing speeds. Every business and every person will be using 5G networks. Careers as multi skilled engineers, will exist. As will 5G consultants who will offer advice on how to get the best use out of your network package.

**Slide 10– local employers – Disability confident**

There are many employers who are disability confident.

**Disability Confident** is a government scheme designed to encourage employers to recruit and retain **disabled** people and those with health conditions. It has replaced the previous Two Ticks Positive about **Disabled** People scheme. It is voluntary and has been developed by employers and **disabled** people's representatives.

Employers include Walsall council who you will be hearing from today, Sandwell and Birmingham City council, NHS, CO-OP, Capital one who you will also be hearing from to name but a few.

**Slide 11-13 – What is an entrepreneur?**

What do you think an entrepreneur is? It’s a person who has a unique idea – one that no one else has thought of. They take this idea and turn it into a business. This person is usually willing to risk loss in order to make money.

The reason I have included this slide, is because a year 6 student spoke to me about being an entrepreneur and had a great idea. I was so impressed I wanted to include it in the business presentation.

INFACT anyone can be an entrepreneur. You just need a unique idea, one that has not been thought of before, plenty of courage and “Just go for it”

Examples of modern day Entrepreneurs are –

James Dyson – What does he do? He invented the first bag less vacuum cleaner. James actually said that he invented 5,127 prototypes of this vacuum before he got it right. That was 5,126 failures, but he learnt from each one he made.

Mark Zuckerberg – What does he do? Mark Zuckerberg is an American computer programmer and the founder of facebook. He prides himself as having 7 life skills that he closely follows. These include – Critical thinking, problem solving, communication, assertiveness, has vision, mindfulness (he doesn’t let people get him down), equanimity (he is always calm and composed in difficult situations). BUT most of all he had a good idea that no one else had thought of!!!!!!!

Kim Kardashian – What does she do? Kim Kardashian is a very successful model and also one of the world’s most successful entrepreneurs. Why? She is a social media “Queen”, has a reality show, sells mobile games, cosmetics, perfume and social media has made her a global celebrity.

Oprah Winfrey – What does she do? Oprah Winfrey is a huge celebrity and in 2007 she started the Oprah leadership academy for girls in South Africa. In 2000, she launched “O”, her magazine and then 7 years later a huge TV network bought her out. She was born into poverty but by the time she was 32 she was the first black women billionaire and the richest African-American woman. She is famous for “Being passionate about what she does. Her leadership style is very effective. She is uniquely able to inspire her team and execute her vision. She loves what she does and she has a clear vision”

So ……………………….. 4 very different people, 4 very different ideas, 4 very different visions.

Could you be the next entrepreneur???????????????????

**Slide 14 – Famous people with learning disorders**

Just take a minute to look at the photos. Who are they and what do they do? Why do you think I have included them in today’s presentation?

Justin Timberlake – What is he famous for? In a 2008 interview with Collider.com, singer, songwriter, and actor Justin Timberlake revealed that he has both Attention Deficit Disorder and Obsessive Compulsive Disorder, and is quoted as saying “I have OCD mixed with ADD. You try living with that.” His OCD manifests in the need to have things line up correctly, and only allowing certain foods in his refrigerator. Despite battling his obsessive thoughts, Timberlake has had an incredibly successful career in the entertainment industry, even winning nine Grammy Awards and four Emmy Awards.

Jamie Oliver what is he famous for? Celebrity Chef Jamie Oliver has authored over twenty cookbooks, and currently holds the title of world’s richest chef, with a net worth of over £130 million. With that in mind, it might surprise you to learn that he only finished reading his first book in 2013. He was quoted as saying “I’ve never read a book in my life, which I know sounds incredibly ignorant but I’m dyslexic and I get bored easily.” What did he choose as his first book to finish? Catching Fire, the sequel to the Hunger Games by Suzanne Collins.

Daniel Radcliffe What is he famous for? Most notable for his role as Harry Potter, Daniel Radcliffe has lived with a mild case of dyspraxia for his entire life. Dyspraxia is a common neurological disorder that affects motor skill development, meaning that at 25 years old and the star of one of the largest franchises in movie history, Radcliffe still has trouble tying his shoelaces. In an interview regarding his Broadway debut, he once jokingly stated ‘I sometimes think, why, oh why, has Velcro not taken off?’

All three celebrities are famous and successful. They all give the same advice which is “Don’t be held back and find something you are interested in and make it your career”

This might be art, music, dancing, acting and performing, singing or cooking, the list is never ending. What are you good at? How could you turn this into your career?

**Slide 15 – 8 essential skills**

What are the 8 essential skills?

Listening – Presenting – Creativity – Problem solving – Team work – leadership – Staying positive – Aiming high.

What skills from the list have we used today?

Listening – we have listened to each other

Teamwork – discussed various things with your class

Presenting – I have used this skill

Always aim high and we have been creative too.

Can you think of any more skills that are important?

I always say **FOR EVERY PROBLEM THERE IS ALWAYS A SOLUTION**

**Second presentation by Helena Baxter Slide 16-21**

You will now hear from Helena Baxter who is the Apprenticeship Programme lead at Walsall council.

She will talk you through her career, what she does on a daily basis and how she thinks this will change.

Helena has very kindly prepared a presentation with audio.

Does anyone know what an Apprenticeship is? An apprenticeship gives you hands on experience in a company while you earn money (a wage), you learn new skills and study – ALL at the same time. You can work your way up to a degree level apprenticeship that the company will usually pay for.

Helena looks after 400 apprentices who work for Walsall council in areas such as HR – What did we learn about HR in the first presentation? What does it stand for? Human Resources. What does this mean? HR look after the recruitment of staff, look after staff, make sure they are treated fairly, behave fairly, and keep policies up-to-date. She also looks after apprentices in other departments such as Finance, Print and design, recruitment, project management, team leading, customer service, ICT and teaching assistants. Helena said 10 years ago this job didn’t even exist.

Helena is always very busy and every day is different for her. Helena had been working on an annual report. What does annual mean? How often would this report be carried out? Every year. What do you think an annual report would need to include? Who would it be presented to?

Helena also produced a newsletter to advertise what the council are doing and to promote apprenticeships. Due to COVD Helena is not able to visit schools and speak to school leavers about the opportunities at the council. She can’t go to colleges either, so she has produced a newsletter to email to everyone she knows. Things don’t stop because of COVID. What type of information do you think Helena would need to include on the newsletter? What Apprentices they are available, when they start, what grades the council are looking for, length of the apprenticeship, how to apply, who to apply to.

The council are very keen to encourage more and more young people to join their apprenticeship programmes, so her role will become even busier. Helena comments the council have an ageing workforce. What do you think this means? It means that the average age of the workforce is over 40 which leaves a BIG GAP and young people are needed to fill this gap – young people between the ages of 16 to 25

What advantage will Helena have working from home? This will reduce her travel time to and from work, reduce the number of cars on the road if more people do this, and ensure her safety if there is a second wave of COVID. She will be more productive because she won’t be distracted by colleagues.

Helena works with people face to face and enjoys this part of her job. She has been using a lot more technology since working from home and this has helped her continue her work. Helena has had to adapt to this because of COVID. It has proved to be very successful. The Council who are Helena’s employer provided her with her own laptop and the equipment she needed to connect online at home.

Do you prefer face to face meetings with teachers or would you like it better if we could offer this remotely (a bit like we are doing today)? Say why?

Helena knew what she wanted to do when she was 13 years old. Her job now didn’t even exist then!!! Her advice is to keep an open mind about careers and to do something you really enjoy. Work towards your strengths and focus on what you are good at or have a desire to do.

Start asking people about their jobs, their journey and if they have any advice to offer.

You could carry out your own research and come up with a questionnaire to ask family, carers, friends, teachers about their careers and jobs. If you get time you could visit your local town with a teacher and conduct a survey. I’m sure you will be very surprised at the vast variety of jobs and opinions.

Please refer to Activity 2

Do your own research online. There is a huge amount of information available about every possible career.

Ask careers advisors too.

**Third presentation by Karen Heer – Slides 22-32**

You will now hear from Karen Heer, who is the HR manager at Capital One.

Capital One Financial Corporation is an American bank holding company specialising in credit cards, loans, banking, and savings accounts.

Can you remember what HR stands for? Human resources. Can you remember what this department or person might do? They recruit or hire people, make sure staff are treated fairly and paid on time, they look at policies and make new ones, train people and fire people.

She will discuss her role, what she does now and how this may change by 2030.

Karen has very kindly prepared a presentation with a voice over.

HR is short for Human Resources. Karen works at Capital One which is a bank. She works in a team and is the manager. Lots of big companies have HR departments and you learn many transferable skills so you could work in any HR department in any large company. What is a transferable skill? These are qualities or skills that can be transferred from one job to another such as problem solving, team work and communication.

Tesco, MacDonald’s, Costa coffee, Sports direct, Toys R Us, Nintendo, PlayStation, Disney, the council and even your school will have a HR department.

Karen works closely with the big boss.

So ……………… you have answered this question many times – again what happens in HR? They recruit or hire people, make sure people are treated fairly and paid on time, they look at policies and make new ones, train people and fire people.

Capital one can hire who they like but they have to make sure the person can do the job they have applied for.

An example is - Tesco have advertised for a cashier. Sam will take the money off you when you pay for your items at the till. Sam will apply for the job by sending in his CV along with a letter. This can be sent by post or email.

Tesco will do several tests with Sam to check he is capable of doing the job. Sam will do a maths test, a simple personality test to assess whether Sam is friendly, polite, well-mannered and calm. Tesco may also have to do some role-play. What is role play? This is when you pretend to act out something to prove you can do it. Have you done any role play at school? If yes, what for?

Please refer to Activity 3 - An example of classroom role play.

When people work for a company they earn a wage or salary. What do you think you have to do to earn this money? You have to turn up on time, try your best and do your job well, follow rules and work hard. HR will pay you for doing your job. They will make sure you are paid on time, they will make sure that men and women get paid the same for doing the same job, they will send the money to your bank.

Do you think that men and women should get paid the same wage if they do same job? Why?

All companies have rules and regulations to follow. These are law and employees have to follow them. What is the difference between and employer and an employee? An employee works for a company who is the employer. What rules do you think employees have to follow? A few examples of rules that are in place for employees to follow include –

What about people who have time off work if they have had a baby? Does this affect both men and women? Yes women can have a year off and this is called maternity, men get 2 weeks off and this is called paternity to help the mother with the baby. Is this long enough? Is this fair?

If employees are poorly? They will be expected to call the boss by a certain time to explain why they won’t be in and provide a sick note from the Doctor.

What about if you work overtime, do you get paid for it? Yes this should be in your contract. You can get paid for overtime or get time off in lieu which means you can use it as holiday.

How long do you have to work for every day and what breaks are you entitled to? Hours are stated in your contract e.g. 9-5, 8-4 and break times are like your breaks at school.

What about equal opportunities? Men and women have to be paid the same for doing the same job. All people and employees should be treated the same (fairly) regardless of their colour, gender, whether they have a SEND etc.

Holiday policy? Tells you how much holiday you are entitled to every year. Conduct – This policy informs us how to behave at work (a bit like school)

Sick Pay? If we are poorly, this policy will tell us what pay we are entitled to. Working Hours – It is always very important to know what hours we will work.

Health and Safety? This policy is in place to protect people. The company has to make sure all equipment is safe to use and checked regularly, there has to be risk assessments in place so you know the job you are expected to do is safe.

What rules do you have to follow at school? You have to arrive on time, act in a safe way and be safe around others, you or your parent/carer must contact the school if you are poorly and unable to attend, and you need to know where you are expected to be during the day, so you are given a timetable.

HR will work out benefits that staff are entitled to. This might be a bonus or a pay increase. For long service you might get longer holidays or the option to work flexible hours which means you can work hours to suit you rather than the company. Can you think of any benefits you would really like, if you were at work?

At Capital one the staff have some really good benefits, to include –

25 days holiday per year. This will increase the longer you have worked for the company, free gym membership because Capital One want you to be fit and healthy, Private health care which means if Karen is poorly and needs an operation it will be paid for. She also gets money paid into her private pension by Capital One, she receives a bonus if the company makes a lot of profit and this could be up to £25,000 per year. Can you remember how we work profit out? Profit is the total amount of money a company makes take away expenses such as staff wages, the bosses wages, electric, and gas and water bills, rent for the office, telephone and mobile bills. Karen can also request a sabbatical. Does anyone know what a sabbatical is? This is unpaid time off from work. Karen’s boss has to agree this and will keep her job open. Karen went traveling for 6 months and came back to the same position in the company when she returned to work.

Staff will continue to learn even when they start work. Just like we are today, it’s important to learn about new things. What sort of training or learning do you think employees will be expected to do? Staff might need to know about updated laws or how to use a new piece of equipment or soft wear the company have invested in. They might have to learn about new health and safety laws that keep us all safe. What sort of new things do you learn at school? What is the last thing you found out about?

We expect good behaviour at work and there are guidelines we have to follow. The company has a set of guidelines and so do we. If someone breaks the rules for the first time, they will get a telling off, if it happens again they will receive a letter and if the bad behaviour continues they will be asked to leave and not come back ………….. In other words dismissed, fired or sacked!! What sort of things do you think you could get sacked for? Not doing your job and being lazy, time off with no good reason, shouting at other staff, stealing form others or the company all might lead to getting fired.

Remember what a chatbot is? A chatbot is an automated system that helps people solve problems and offer advice. You can type your question into a website and the automated system will answer whatever you are asking. Karen thinks that chatbots will be used a lot in HR and finance. Technology is constantly developing and Karen is now able to work anywhere in the world and still communicate with colleagues in the UK. In time this will become the norm.

What personal qualities do you think are important if you want a career in HR? To work in HR you have to be firm but fair (a bit like the Headteacher of a school), a good listener, good at communication, quick thinker, be able to solve issues and make people feel comfortable.

**Fourth Presentation by Latha Ravi – slides3 3-39**

Latha Ravi is the Commercial manager at Midland Metro Alliance.

The **Midland Metro Alliance** is expanding the tram network by approximately 32km and helping people move around better, in order to provide everyone with a better standard of living. This will also create many new jobs in the local area.

Latha has kindly produced a presentation for our event.

Latha has a financial career and manages the finance and commerce at Midland Metro Alliance. Can you guess what this involves? Latha will look at performance (how things have worked) of the services that are offered and how much money is spent on these services. She will look at how much money the company makes and how these services can be improved or extended. Can anyone think of a way in which the Midland metro could improve their service? Well this is already being done. They are increasing the number of trams and tram lines around the Midlands and encouraging people to use public transport instead of cars. This will reduce the number of cars on the roads and the emission rates.

Latha will attend meetings with management and with her team. Do you think team meetings are important? What things do you think will be discussed? Latha updates her team on any new projects, any issues or concerns, Policy updates, new members to the team are introduced, targets and whether they have been met.

Latha also spends time looking at statistics (figures) and generates reports. Can you think of any data and reports that she might produce? Latha will look at how many people have used the trams, which ones are the busiest, which are the least busy, she will look at value for money and whether some lines should be taken off and others added. This information will be used to improve the service.

Latha states that finance is the life blood of a business. This means that finance and commerce allows Midland Metro Alliance to be very successful and will allow them to expand and improve their services. This role will become more digitalised in the future. What do you think this means? Can you think of any items we use every day that have been digitalised? Examples are – CD’s to MP3files, books to e-books such as Kindle, maps to GPS, photographs to Instagram, post and letters to email. This will be similar with Latha’s role – paper and pens will virtually disappear and all documents will be stored on a cloud, communication will become even more digitalised. They will become even more reliant on technology.

Midland Metro Alliance focus on sustainability. What does this mean? To make something sustainable means it won’t run out and will be here for a long time. If Midland Metro Alliance invest in the right equipment and services now, they will be around for generations to come. They are investing £1.3 Billion into the new tram extensions which will reduce their carbon impact protecting the environment and at the same time they will continue to be a successful business.

Communication will improve with the use of VR and AR. What does this stand for? What is the difference between VR and AR?

**Virtual reality** (**VR**) is the name for computer technology that makes a person feel like they are somewhere else. It uses software to produce images, sounds and other sensations to create a different place, so that a user feels like he or she is really part of this other place.

**Augmented reality** uses a device, usually a smartphone or tablet, to augment the real world. Think of it as adding an extra layer onto your physical surroundings. That layer could be an animation, a 3D model, or any combination of images, sound, and **video** that together create an immersive experience

How do you think the financial world could use VR and AR to train staff? Staff need training all the time. VR and AR will be used for teaching people new information. This may be the introduction of a new system.

Latha also talks about real time transactions – what do you think this means? How does it help the business? Real time transaction means that any transaction you make will be instant. This may be paying a supplier for work they have carried out, the signing of a new contract or paying staff wages.

**Fifth presentation by James Tolcher – slides 40-45**

The last presentation today is by James Tolcher who is a Business development graduate from Collins aerospace. James has kindly prepared a presentation about his career.

Collins Aerospace design, make and service systems and components (parts), for commercial aviation, business aviation military and defence, helicopters and space craft. SO ……………….. In other words they make aeroplanes for the public to use, for transporting items for business (called cargo), for the RAF and military of defence and for space crafts. Does anyone know what RAF stands for? Royal Air Force.

Collins aerospace employ over 78,000 people across all their sites, so they are a huge employer.

James is 21 years old. He completed his GCSE’s and went on to do his A-Levels. James went to Liverpool University to study International Business and he is currently in his 3rd year and on a work placement at Collins Aerospace. James is a business development graduate. What do you think this means? James looks at new projects and new developments, he will look at marketing and advertising for any new business.

James will work on lots of different projects at any one time, so he never has any two days the same, although he always starts his day with a team meeting. Do you think team meetings are useful? Why? Team meetings allow people to update each other and reflect on progress, set targets, objectives and brain storm ideas. What is brainstorming? Do you use it at school? Brain storming is when a team of people come up with a variety of ideas and solutions to a new project or idea.

What personal skills do you think are important when attending a team meeting? Think of the essential skills - Communication, Listening, Presenting, Teamwork, Problem solving, being positive, Leadership, Aiming high.

James might also spend time in his day creating a marketing video to promote Collins aerospace latest designs in aircraft. He might update the website or brochure with new exciting news articles or look at new aircraft proposals with his team.

Why is marketing important in any business? Marketing allows businesses to keep customers updated about new products and services. Marketing is at the heart of every business. How else would customers know this information? Good marketing will always increase sales which increases profit. What did we say profit is? Profit is the total amount of money a company makes take away expenses such as staff wages, the bosses wages, electric, and gas and water bills, rent for the office, telephone and mobile bills.

Can you think of any marketing techniques companies use to promote themselves? Special offers such as “Buy 2 get 1 free”, loyalty cards and when you spend a certain amount with a company you build up points to spend, introduce a friend and receive bonus points or cash (Banks sometimes do this if you introduce a friend or switch your account from a competitor), some companies price match a competitor (for example – Tesco will price match Aldi who are sometimes cheaper)

In the future, James will be in full time employment.

Interestingly James said that he is 100% confident that the role he will be doing has not yet been created. James hopes to be working in development and working on new technology and products such as “Flying Taxis” that are a few years away!

In fact “Flying Taxis” are being piloted in Qatar for the 2022 Fifa World cup and they will be the world’s first flying air taxis.

James will be working with new companies/customers, new competitors and new technology. What do you think a competitor is? Someone or something that is trying to beat or do better than others in a contest or in the selling of goods or services.

Technology plays a huge role now and this will grow as technology evolves. New technology means that companies can offer customers better solutions and allow James to keep track of projects easily. COVID caused many companies to lockdown and staff relied on technology more than ever before, to help staff work from home, stay safe and continue to do their job efficiently.

What technology have you used because of COVID? Well we are using it now! Microsoft teams and zoom packages have allowed us to hold meetings from anywhere in the world. We are able to meet with someone who is based in Sydney, Australia to discuss projects.

**RETURN FOR CLOSING COMMENTS**

**Slide 46**

**TASK 2 –** Now you have listened to the Business presentation, would you consider a career in this sector? If yes, please give examples and say why

Some of the employers you have heard from today are keen employers.

**Slide 47**

**TASK 3 –** Have you been inspired by anyone you have met today or anything you have discovered? If yes, please give examples and say why you have been inspired.

**QUESTIONS AND ANSWERS –** If anyone has any questions, please ask your teachers.

Thank you for listening to the presentations today. Good luck with the next chapter of your learning.

**Activity 1 – YouTube clips**

Here are 3 YouTube clips that you might find interesting and useful.

The first clip shows 4 young entrepreneurs who own very successful businesses. Henry is 15 and supports young people who are considering setting up a business. His book and resources sell in 60 different countries.

Akshay is 19 years old and is worth 12 million!! His business is an online estate agents and he had this idea when he was still at school.

Kate and Annie are sisters and sell horse supplements and horse food. Their customers include the Royal family.

They offer 5 top tips, to include – Always be yourself, be confident in what you are selling, learn from your mistakes word of mouth is the best type of marketing and don’t give up!

<https://www.youtube.com/watch?v=AOGDNYWfjrE>

Akshay then goes on to explain his story.

<https://www.youtube.com/watch?v=4T1M3c5d8B8>

The third clip “What is an entrepreneur” is also very interesting

<https://www.youtube.com/watch?v=92ZmzD70sOU>

**Activity 2 – Careers questionnaire**

Start asking people about their jobs, their journey and if they have any advice to offer.

You could carry out your own research and come up with a questionnaire to ask family, carers, friends, teachers about their careers and jobs. If you get time you could visit your local town with a teacher and conduct a survey. I’m sure you will be very surprised at the vast variety of jobs and opinions.

Questions to consider might include –

What do you do as a job? How long have you done this job? Did you always want to do this type of work? If not, what did you want to do? Why didn’t you do what you were interested in? If you could turn the clock back would you do your current job? Why? Why not?

What does your job involve? What social skills do you use in your job? Did you go to university or college? Did you do an apprenticeship? Do you use any technology? If so, what do you use? Has your job changed much since you started? If so, how? What do you get out of your job? (Job satisfaction, money, bonus, flexi hours etc.)What advice can you offer me and my friend’s when we are discussing careers?

Put your questions in a chart, analyse the results and present back to the rest of the group. What do the results show you? For example, do the results show you that most people follow their dreams? Wish they could turn the clock back, enjoy their job and what they get out of their job.

It will be an interesting activity!

**Activity 3 – Role play activity.**

With your classroom teacher put together an interview panel with 3 people from your class. Ask 3 volunteers to attend a mock interview. Come up with 6 questions you want to ask (2 questions per interviewer).

You will be graded by you fellow classmates and one of you will be awarded the job based on your performance.

The role is for a Saturday job from 8.30 – 5pm in Sweet sensations which is a sweet shop located in your local town.

Questions you may want to consider asking –

Why do you want to work for this company? What are your strengths? (Communication, teamwork, enjoy meeting new people). What are your weaknesses? (not very good at adding up/maths, using technology, a little shy). What are you 5 and 10 year goals? How would your friend’s describe you? If you were an animal which one would you be and why? What is the last book or interesting article you read? Why did you find it interesting?

The interview panel can decide whether they want to give the interviewee the questions before the interview, so they can plan, or put them on the spot.

The remainder of the group make notes and offer feedback. Was the interviewee confident, clearly spoken, and enthusiastic? **REMEMBER ALWAYS BE KIND AND CONSIDERATE WHEN GIVING FEEDBACK TO OTHERS.**

**Activity 4 – Preparing, applying and attending a mock interview.**

*This Guidance has been split into 2 parts and has been designed to support you in the following;*

*1. Completion of your Application Form*

*2. The preparation for your Mock Interview*

***It is therefore important that you read and understand this before commencing.***

***PART 1***

***COMPLETING YOUR APPLICATION FORM***

***This is a step-by-step guide of how to complete your application form.***

Look at your application form and ensure that you read the **“NOTE”** section at the beginning of the form. This will tell you what you need to do. Failing to read this, could result in your application form **not** being completed correctly.

**POSITION DETAILS:-** Please apply for the dream job of your choice. Remember, it must be realistic and something that you are passionate about, as you will have to research this job and be prepared to talk about it when you are interviewed. {For example, if you are interested in going into a career with Sports, perhaps your chosen role will be a “Sports Coach” or a “Sports Therapist” etc…..}

**PERSONAL DETAILS:-** Please ensure that you fully complete this section. Remember, if this was a real life job that you were applying for, the company would need to contact you. Therefore, clearly write your details. **EDUCATION:-** Please complete the name of your school and **ALL** of your GCSE subjects and predicted grades. If you are unsure, please ask your subject teachers.

**OTHER COURSES:-** This is your opportunity to tell the interviewer about any other courses that you have completed in school or in your own time. Think about sports courses, DofE Awards, IT, First Aid, etc…..

**HOBBIES AND INTERESTS:**- You don’t have to be in a specific club to have an interest. If you love reading or writing, this could be your interest. Remember, we all like to do something to take time out. Just be honest, it doesn’t have to be anything extravagant!!

**WORK EXPERIENCE:**- Remember to include your work experience that you completed in Year 10 {if applicable}. Also, include any other part time, weekend or volunteering work you may have had. Should you require more room to write, please ensure that you attach another piece of paper to the application form and clearly label it.

**PERSONAL STATEMENT:**- This is the part where you really sell yourself! The majority of the interviewer’s questions may be based around this one section. Consider the following;

Why did you apply for your chosen role?

What are your strengths?

What are your key skills and knowledge?

Do you have any relevant qualifications or are you working towards a particular qualification to get to where you want to be? {GCSE’s!}

Do you have any previous experience? {Part time work / Volunteering??}

What are your personal qualities {punctual/loyal/hardworking etc.?} If you struggle to sell yourself, think about how a close family member or friend would describe you or ask them.

Why should they pick you for the job??

***REMEMBER TO SELL YOURSELF! IN REAL LIFE INTERVIEWS, THERE MAY BE MANY PEOPLE APPLYING FOR ONE ROLE AND YOU WANT TO MAKE SURE THAT THEY PICK YOU!!***

**ADDITIONAL SKILLS:-** This is your chance to include any other skills you may have. It could be something like “good IT skills in Word and Excel” or “fluent in French” etc.

**DECLARATION:-** Ensure that your form is double checked and then sign and date the form. If you miss just one part of your application form, it could mean that you do not get an interview for your desired role in a real life situation.

**RETURN YOUR APPLICATION FORM TO YOUR TEACHER BY XXXXXXXXXXX AT THE VERY LATEST.**

 ***PART 2 - PREPARING FOR YOUR MOCK INTERVIEW – THE THREE P’s***

* ***Prepare***
* Ensure that you re-read your ‘Application Form’ before the interview, so you know exactly what you put on it {a copy will be returned to you prior to your interview}
* Think of some example questions that you may be asked by the interviewer and write some example answers. Alternatively, get a friend or family member to do a practise run with you.

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| **\*\* TIP FOR ANSWERING QUESTIONS\*\*****For questions which need you to give an example, consider the** **STAR TECHNIQUE!** **S**ituation = What was the Situation you were in?**T**ask = What task were you completing?**A**ction= What action did you take and why? **R**esult = What was the outcome?  |

* Prepare your interview **outfit** for the day. You will be in full school uniform, so ensure that everything is prepared and ready to wear. Make sure that your shirt is tucked in and your blazer is on.

 **Remember; the better prepared you are, the more confident you will feel!!**

* **Practise, practise, practise!!!!**
* Keep going over questions until you know them inside out.
* If possible, get a friend or family member to give you a mock interview with your prepared questions.

**Remember - Practise makes perfect. The interviewer will be more impressed if it is evident that you have done your research and practised for the interview!**

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| **TIP FOR PREPARATION!** **It may help to do a list of your skills and personal qualities. If you memorise these, you can adapt them to answer many questions!**  |

* **PERFORM**
* First impressions count! Ensure that you arrive 5 minutes before your interview time. {You will also feel less nervous as you will have time to read your application form before the interview and get settled.}
* Ensure that you are dressed in full uniform and have a smart appearance.
* Be aware of your **body language**:-
	+ Always be welcoming and give a firm handshake.
	+ Sit upright with your feet firmly on the ground. Try to avoid crossing your legs.
	+ Do not fold your arms as it looks defensive.
	+ Show your open hands when talking as it portrays honesty.
	+ Make good eye contact {but don’t stare the person out}
* Be aware of your **verbal language:-**
	+ Speak clearly and confidently, but do not be aggressive.
	+ Always remember your manners and be polite.
	+ Keep your answers to the point and do not waffle or go off on a tangent.
	+ Speak slowly and calmly.
	+ Always remain POSITIVE! Do not tell the interviewer any negative comments.

**FURTHER TIPS!!**

* Do not be afraid to ask the interviewer to repeat the question if needed or to explain what they mean.
* Be yourself! Do not exaggerate and do not try to be someone you are not!
* Tell the truth as lies will always catch you out.
* Remember “The Three P’s” and you will do brilliant!
* Prepare
* Practise
* Perform

 **GOOD LUCK!!!**

**THIS GUIDANCE BOOKLET CAN ALSO HELP YOU IN THE FUTURE WHEN YOU HAVE LEFT EDUCATION, THEREFORE PLEASE KEEP IT FOR FUTURE REFERENCE!**

**SCENARIO**

* What is your dream job? Think about what job you would like to do in the future.
* Now imagine that your dream job has been advertised and you want to apply for it. You ring up for an Application Form and it arrives for you to complete.
* You complete the Application Form and send it to the company. They then ring you up and invite you in for an interview.
* Your dream job is in your reach and could be yours!

**Here is a practice run for you, as this dream could become a reality in the future!!**

**TASK**

1. Your first task is to complete a “mock” Application Form for your dream job and return it to your teacher by the given deadline.
2. Your second task is to attend a Mock Interview on XXXXXXXXX. {Interview details will be confirmed at a later stage.}

The interview will last between 10-15 minutes and will be conducted by a business professional from an outside company. This will give you an insight into a real life interview.

**Please ensure that you read the Guidance Booklet in order to help you prepare for the task.**

 **APPLICATION FORM**

|  |
| --- |
| **NOTE*** ***Please ensure that all sections are FULLY completed***
* ***Please write clearly in BLACK or BLUE ink***

Applicants for jobs will be treated fairly and with respect irrespective of their colour, race, religion, disability, sexual orientation and age.  |
| **POSITION DETAILS** |
| **Position Applied For:** |
| **PERSONAL DETAILS** |
| **Surname:**  | **First Names:**  |
| **Address:****Postcode:** | **Telephone Number:****Email:** |
| **EDUCATION** |
| **Name of School:**  |
| **Subjects and Type.****Example: Maths GCSE** | **Date to be taken** | **Predicted Grade** |
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| **OTHER COURSES *{Please write below any additional courses you may have completed in or out of school such as First Aid, D of E, Dance etc….}*** |
| **Title of Course:** | **Date completed:** |
| **HOBBIES & INTERESTS**  |
|  |
| **WORK EXPERIENCE {Please state below any previous employment, including work experience.}**  |
| **Company Name:** | **Position Held:** |
| **Date started:** | **Date left:** |
| **Duties undertaken:** |
|  |
| **Company Name:** | **Position Held:** |
| **Date started:** | **Date left:** |
| **Duties undertaken:** |
| **PERSONAL STATEMENT****Please describe the reasons why you feel your qualifications, skills, knowledge and personal qualities make you a suitable candidate for the position you have applied for:** |
|  |
| **ADDITIONAL SKILLS*****Please outline any additional skills you may possess such as IT, Languages, First Aid etc….***  |
|  |
| **DECLARATION** |
| I confirm to the best of my knowledge that all details completed within this form are true and accurate.  |
| **Name {In Print}:****Signature:**  | **Date:** |

**PLEASE RETURN THIS COMPLETED FORM TO YOUR PHSE TEACHER BY XXXXXXX AT THE VERY LATEST.**

**INTERVIEW HINTS AND TIPS**

**Each and every one of us will have an interview at some point in our lives. This could be for a course at college, 6th form, university or for a new job.**

**Whatever interview you have and no matter what age you are, always remember the 3 P’s.**

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| **THE THREE P’s** **PREPARE** **PRACTISE** **PERFORM** |

**Please refer to this guidance booklet to help you with each of the 3 P’s above and you will be on your way to ensure a successful interview.**

**Remember, if you need any further support, please contact your Careers Advisor at school.**

**GOOD LUCK!!**

***PREPARING FOR YOUR INTERVIEW***

There are many ways in which you can prepare for an interview and they are listed below;

**WHERE IS THE INTERVIEW?**

Ensure that you know exactly where the interview is. Find out the address and do a trial run beforehand. This will also help you to find out how long it takes to get there and you can plan your journey accordingly. For example, will you walk, take the bus or drive?

**FIND OUT ABOUT THE 6TH FORM / COLLEGE / COMPANY**

Do your research and make sure you know about the 6th form, college or company before you go. Everything is on “Google” nowadays so this can easily be done and it looks impressive and shows that you are serious about the interview.

**READ THROUGH YOUR APPLICATION FORM OR CV**

Ensure that you re-read your ‘Application Form’ or CV before the interview so you know exactly what you put on it. The interviewer will refer to this, so make sure you know it inside out.

**THINK OF SOME EXAMPLE QUESTIONS AND ANSWERS**

Think of some example questions that you may be asked by the interviewer and write some example answers. Alternatively, get a friend or family member to do a practise run with you. For example;

* + Tell me a little bit about yourself? {This is usually a question to break the ice}
	+ Tell me what you know about our 6th form / college / company?
	+ What are your strengths / skills?
	+ What are your weaknesses?
	+ What are your personal qualities?
	+ How would a friend describe you in 3 words?
	+ Tell me about a time when you have worked in a team.
	+ Tell me about a time when you have overcome a challenge.
	+ Tell me about a time when you have faced a difficult customer.
	+ What do you think you will be doing in this job?
	+ What are your plans for the next 3 years?

**THINK OF SOME QUESTIONS FOR THE INTERVIEWER**

It is always good to ask a couple of questions at the end of your interview and it shows that you are serious about being there. For example;

* What is the next step of the interview process?
* Would there be any career progression for me?
* Would there be any support for studying to further my career?

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| **\*\* TIP FOR ANSWERING QUESTIONS\*\*****For questions which need you to give an example, consider the** **STAR TECHNIQUE!** **S**ituation = What was the Situation you were in?**T**ask = What task were you completing?**A**ction= What action did you take and why? **R**esult = What was the outcome?  |

**PREPARE YOUR OUTFIT**

Prepare your interview outfit for the day and ensure that it is clean and ironed so that you look smart for the interview.

**PREPARE ANYTHING ELSE THAT YOU MAY NEED TO TAKE WITH YOU**

Think about things that you may need to take. These may have been requested in a letter or email and could be items such as;

* Proof of ID {passport, driving licence, etc.}
* Any qualifications that are requested
* A portfolio of your previous work

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| **TIP FOR PREPARATION!****It may help to do a list of your skills and personal qualities. If you memorise these, you can adapt them to answer many questions!** |

***Remember; The better prepared you are, the more confident you will feel! The preparation stage also takes the longest, therefore once you have completed this stage, the rest should be easy!***

***PRACTISING FOR YOUR INTERVIEW***

The saying “Practise makes perfect” is true, so ensure that you practise, practise, practise!!

* To do this, keep going over your prepared interview questions until you know them inside out!
* If possible, get a friend or family member to give you a mock interview with your prepared questions.
* Even practise your confident speaking voice that you will use in your interview.

**Remember; the interviewer will be more impressed if it is evident that you have done your research and practised for the interview!**

***PERFORMING IN YOUR INTERVIEW***

**ARRIVE IN PLENTY OF TIME**

Ensure that you arrive at least 10 minutes early as it shows you are punctual and reliable. It also gives you the opportunity to mentally prepare yourself before going into the interview.

**MAKE A GOOD FIRST IMPRESSION**

Remember to smile and be friendly on your arrival. If the first person you meet is the Receptionist, the interviewer may also ask their opinion on you!

**TURN OFF YOUR MOBILE PHONE**

Remember to turn off your mobile phone before going into the interview. Even if your phone vibrates, it can be off putting for both you and the interviewer and also looks unprofessional.

**BE AWARE OF YOUR BODY LANGUAGE**

* + Always be welcoming and give a firm handshake.
	+ Sit upright with your feet firmly on the ground. Try to avoid crossing your legs.
	+ Do not fold your arms as it looks defensive.
	+ Show your open hands when talking as it portrays honesty.
	+ Make good eye contact {but don’t stare the person out}

**BE AWARE OF YOUR VERBAL LANGUAGE**

* + Speak clearly and confidently, but do not be aggressive.
	+ Always remember your manners and be polite.
	+ Keep your answers to the point and do not waffle or go off on a tangent.
	+ Speak slowly and calmly.
	+ Always remain POSITIVE! Do not tell the interviewer any negative comments.

**FURTHER TIPS!!**

* Do not be afraid to ask the interviewer to repeat the question if needed or to explain what they mean.
* Be yourself! Do not exaggerate and do not try to be someone you are not!
* Tell the truth as lies will always catch you out.

**AND FINALLY……**

* Remember “The Three P’s” and you will do brilliant!
* Prepare
* Practise
* Perform

 **GOOD LUCK!!!**

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