

# Careers Leader Guide

8-12 June, 2020

My **Week**  
Of **Work**



Academies  
Enterprise Trust  
Find your remarkable



OAK  
NATIONAL  
ACADEMY

THE CAREERS &  
ENTERPRISE  
COMPANY

My Week of Work is brought to you in partnership with:



### Programme One

Bringing independent workplace activities into the home

Oak National Academy is an online classroom with high-quality video lessons and resources. It is free to use and has been created by over 80 teachers, with the backing of the Government. It is designed to help schools, parents and pupils balance learning at home during the coronavirus pandemic. Created at great speed, Oak is constantly expanding its core and extra-curricular offering. More information on Oak National Academy can be found at: [www.thenational.academy](http://www.thenational.academy).

### Programme Two

Bringing the workplace alive with industry Q&A sessions

Learn Live seeks to inspire the next generation through engaging and interactive live broadcasts direct into the classroom. Since 2015, Learn Live have delivered over 350 live broadcasts and reached over 400,000 young people in schools, colleges and other educational institutions including Job Centre Plus. Over 2,000 schools and colleges have also engaged with the on demand video content with live interactive chat.

Visit [learnliveuk.com](http://learnliveuk.com)

# Introduction - 'My Week of Work'

## What is the programme about?

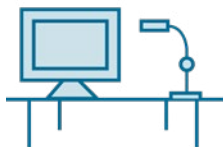
June is traditionally the time of year when many pupils across the country would take part in work experience. Whilst we know that is impossible to create a national week of work experience, a programme of activities which link to the work-place has been developed to support you and your learners during the week commencing 8th June 2020.

'My Week of Work' comprises of 20 lessons available via Oak National Academy (from 8.6.20). The lessons have been written by staff from Academies Education Trust (AET) with support from colleagues from The Careers and Enterprise Company. The lessons will support pupils to gain insight into the world of work through employer videos and resources. There will be also be tasks set for pupils to complete each day to develop and showcase employability skills. The lessons will continue to be available after w/c 8 June 2020 via Oak National academy website.

## Here is a quick overview of the week:

Monday	Tuesday	Wednesday	Thursday	Friday
Introduction	Meet the Team: Human Resources	Meet the Team: Marketing	Recruitment	Meet the Boss: Leadership
Investigate the Sectors (1)	Work Life Balance	Innovation and Creative Thinking	HR Recruitment	CV Creation
Investigate the Sectors (2)	Mental Health and Well Being in the World of Work	Marketing Campaigns	Understanding Entrepreneurship	Employability Skills in Everyday Life
Insight into the World of Work	Work Skills and Reflection	You as a Brand!	Project Planning	Reflection of the week

From Tuesday to Friday, Learn Live will be running live broadcasts with employers – see page 29 for details.



### Benchmark 6

Experiences of workplaces and virtual experiences, are part of a progressive programme of work-related encounters at each stage of a student's course or education, rather than a bolted-on arrangement. Pupils should be encouraged to explore careers and the world of work, relate their learning to the real world and develop their employability skills.

We must be clear that 'My Week of Work' does not satisfy the expectations of Benchmark 6, which states that "Every student should have **first-hand experiences of the workplace** through work visits, work shadowing and/or work experience to help their exploration of career opportunities, and expand their networks." Virtual Experiences like 'My Week of Work' are of value to support pupils to gain an understanding and insight in to the world of work as part of a progressive programme of work-related encounters, yet to fulfil the requirements to Benchmark 6 pupils must be supported to have 'first hand experiences of the workplace through work visits, work shadowing and/or work experience'.



### Benchmark 5

Please note that as an offer neither programme stands alone to meet the BM5 requirement that pupils should participate in at least one meaningful encounter with an employer every year between Years 7-13.

Every student should have multiple opportunities to learn from employers about work, employment and the skills that are valued in the workplace. The offer across the two programmes allows teachers and careers leaders the opportunity to use the 'Making it Meaningful Checklist' to support pupils to participate in Learn Live and/or Oak as a meaningful encounter with an employer.

In the Teacher/Careers Leader guide below, please review the hints and tips for how you can put both programmes into context for your pupils and how you can plan to make the encounters '**meaningful encounters with employers**' in order to meet the expectation of Benchmark 5. Please use the 'Making it Meaningful Checklist', this guidance and access support from your Enterprise Co-ordinator and/or Enterprise Adviser for support in providing meaningful encounters with employers for your pupils. Please see 'Attendance & Tracking' section for guidance on student tracking of engagement.

Please note that Oak National Academy does not support external links to resources. Where there are supplementary/useful links for each lesson, we have added them as useful External Links.

# How do my pupils access the programme?

There is no cost to My Week of Work, it is free to access for all schools and all pupils of all year groups (although it is most suitable for Years 9 and 10).

Pupils will access 'My World of Work' lessons directly through the Oak National Academy platform at [www.thenational.academy](https://www.thenational.academy) there is no registration required. Across 5 days, 4 lessons per day will be available on the Oak National Academy website (these will remain accessible after the week in June). Please follow this [link](#) for guidance from Oak National Academy about how schools can support pupils to engage with lessons. Lessons can be sent to Google Classroom or Microsoft Teams from the Oak National Academy site.

**Pupils can register for the Learn Live sessions [here](#)**

The two programmes will run side by side to encourage your pupils to explore industry sectors, roles and teams within businesses and provide insight and skills development and showcase opportunities.

There is no cost to you or to pupils for either programme.

**Differentiated SEND resources**

Alongside our lessons, a series of Preparing for Adult Life sessions are being run the same week on the Oak website. These will follow a similar theme to My Week of Work and again are freely available to all. These may be accessed through the specialist curriculum pages on the Oak website.



**Free to access**



**For all pupils,  
although most  
suitable for  
Y9 and Y10**

# Ways my school can use the programme

To make these programmes successful and ultimately worthwhile for young people, we really encourage you to promote them to your cohorts – by text, social media, careers newsletters, home learning emails...

**1 | In school**  
Pupils who are in the school building can follow the programme for the week and can submit work to their teacher / Careers Leader.

Talk to your Enterprise Coordinator about asking some local businesses to give feedback on the 'Skills Development & Showcase' work that your pupils create and submit.

This link will take you to teacher FAQs which answer questions about monitoring work and more [www.thenational.academy/information-for-teachers/](http://www.thenational.academy/information-for-teachers/)

It is up to you as a school whether other lessons from other subject areas are set alongside the programme, this programme will provide a full week of learning, but may be further supplemented if you wish.



Teachers can use these resources to complement their own lesson planning and remote teaching. Parents can access all our resources to support home learning, as guided by their child's school. Every lesson will be free to use for every teacher and every pupil.

Oak National Academy

**2 | At home (directed)**  
You can direct your cohorts to use the week in a way that supports and fits with your school's home learning plan:

For example – encourage your whole year 10 cohort to follow the week to add value in place of any planned experiences of the workplace. You choose; the whole week, a few days...

Encourage your pupils to return their project work to school via email – this way you can monitor their engagement and interact with them on return to school. Talk to your Enterprise Coordinator about asking some local businesses to give feedback on the project work that your pupils create.

**3 | At home (independently)**  
Some of your pupils, including other year groups may access activity as a self-directed programme.

**4 | Supporting pupils who have no access to technology**  
We recognise that this programme has been put together to primarily be accessed through digital platforms and that in these challenging circumstances not all learners have access to technology.

Throughout this guide, some links and activities may be downloaded and printed for pupils to supplement other hard copy home-learning work.

Programme One

Programme Two

My Week  
Of Work

# Tasks

Versions of these tasks are embedded throughout the Oak National Academy lessons. However, you may wish to issue these examples to pupils who do not have access to the internet.

To make these programmes successful and ultimately worthwhile for young people, we really encourage you to promote them to your cohorts – by text, social media, careers newsletters, home learning emails...they need to be pointed to the programmes.

- 1** | Develop a poster to promote work life balance in the workplace
- 2** | Plan a social media campaign to promote the importance of social distancing to 12-17 yr olds via social media
- 3** | Students to develop a proposal and a project plan for a youth social action project

Programme One

Programme Two



# Attendance & Tracking

Oak National Academy has been set up with accessibility in mind so there is no requirement to log-in. This means that they do not store personal data and cannot store or send any information on work completion from individual pupils.

To support you in tracking work completion, Oak National Academy makes the following recommendations:

- Asking pupils to screenshot end of lesson quizzes and uploading to school's learning management system (e.g. as an assignment in Google Classroom) or sharing via email
- Setting your own quizzes in your learning management system and asking about content in the Oak National Academy lessons
- Regularly contacting parents to check how pupils are managing and engaging with Oak National Academy lessons and speaking to pupils with questions about what they have been learning
- Having a member of staff available at a set time to support and answer questions

The resources and offer from Learn Live are available for pupils to access and we encourage you to support pupils to engage and to therefore track engagement and participation via work submitted. The programme details where it is appropriate to encourage pupils to submit work back to school.

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# Safeguarding

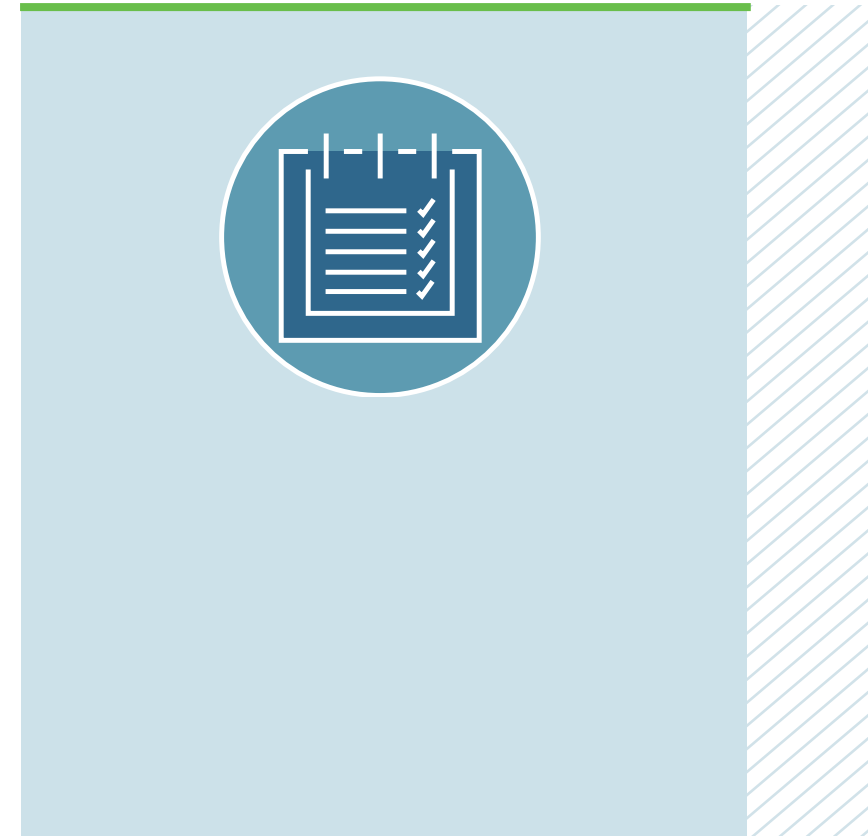
We recognise that safeguarding young people is of paramount importance and that all schools are particularly concerned about the vulnerability of their pupils in respect of virtual activity and independent online learning.

This has been fully considered in the development of this programme.

If you have any particular concerns please contact Nicola Hall, Director of Education via email: [education@careersandenterprise.co.uk](mailto:education@careersandenterprise.co.uk)

Programme One

Programme Two



# Resources

## Oak National Academy

The 20 Oak National Academy lessons are outlined in Programme One with guidance on how to make the programme more meaningful for your pupils and with signposting to useful resources and links.

As with all Oak National Academy lessons, pupils are expected to have a pen and paper to record learning and to make notes as they go through each session. A notepad or exercise book for the week's learning may be an ideal suggestion.

Please note that Oak National Academy does not support external links to resources. Where there are supplementary/useful links for each lesson, we have added them below in useful External Links,

Lessons are designed to follow a sequence and can be accessed in three different ways:

- Follow the whole week
- Pick the number of days you wish to follow
- Individual sessions (all have been designed to work for standalone access)

### Examples of Skills Development and Showcase Opportunities for pupils with no access to technology:



Develop a poster to promote work life balance in the workplace



Plan a social media campaign to promote the importance of social distancing to 12-17 yr olds via social media



Pupils to develop a proposal and a project plan for a youth social action project

# Next Steps

It is important that the Oak National Academy resources and the Learn Live sessions sit within a progressive careers programme for your pupils.

There are a number of organisations who offer additional support and resources that you may wish to engage with - here are some examples:

The charity **Education and Employers** is offering schools and colleges free interactive activities with Inspiring the Future volunteers from the world of work. These are bespoke, interactive sessions available for primary or secondary aged pupils.

For secondary schools and colleges, the offer is facilitated interactive 'Careers Chat' sessions. This offer is supported by resource packs and teacher guides, to help prepare pupils for activities to maximise impact and to enable reflection on learning, along with icould video suite of jobs which features over 1,000 professionally-made videos.

To book, please visit the [website](#)

Or for more information email:  
[enquiries@inspiringthefuture.org](mailto:enquiries@inspiringthefuture.org)

## Inspiring the Future Career Chats

The charity will be hosting a series of short 15-minute information webinars to provide more details about the virtual offer to interested schools – to register please join the session of your choice via the links below:

[For further information regarding the charity, click here](#)

[For further information about the virtual interactive sessions, click here.](#)

## Navigation

### Programme One

**Founders4Schools** supports career educators across the UK by connecting inspiring business leaders with educators and young people. We run interactive webinars that give young people the opportunity to ask questions about what the real world of work is like and learn how successful people got their dream job. We are hosting career, role model and employability webinars throughout the week starting 8 June. All free to join [here](#) with safeguarding rules in place. Watch pre-recorded sessions from our Maths4Girls project which bring to life how maths can help young people, especially girls, achieve their career ambitions. All previous recorded webinars are available by clicking on past events on the calendar for you to use in your career lessons. If you have an idea to inspire young people, we can help you. Educators are still able invite speakers for their own online careers event [here](#) - it only takes 5 mins!

Got any questions?

Email [community@founders4schools.org.uk](mailto:community@founders4schools.org.uk)

### Programme Two

The **Career Ready** whole-school 'Career Starter' programme for secondary and sixth form, offers bite-sized activities that you can easily drop into assemblies, tutorials and core curriculum lessons, helping every student build the knowledge, skills and confidence they will need to navigate an uncertain future. All our resources are mapped to Gatsby benchmarks and are completely free. Visit our [website](#) for more information and to get in touch to discuss how we can support your careers provision for the new academic year.

Take a look at **Speakers for Schools** virtual work experience and talks [here](#)

### On return to school

When your pupils return to school, we advise that you follow up these sessions with personal guidance sessions where possible. Or, provide opportunities to talk about My Week of Work. We suggest that you liaise with your local Enterprise Co-ordinator and your Enterprise Adviser to then develop local opportunities to follow on from My Week of Work.

On 20th May, the new Skills Builder Universal Framework was revealed. The Universal Framework will allow you to see clearly how the essential skills can be taught, how they can be developed and how progress can be tracked. There is now detailed guidance available at every step to walk you through how to assess whether your pupils have mastered the skill step, what they need to know, and then how they can put the skill into practice. Visit [skillsbuilder.org](https://skillsbuilder.org) to explore the Framework for yourself.



# Feedback

## Tell us what you think

- Throughout the week, please engage with The Careers & Enterprise Company, Oak National Academy and Learn Live on social media and use the hashtags to share your positive experiences:

#LearnWithOak

#MyWeekofWork

#LearnLive

- Please also provide us with any feedback, from parents, pupils and yourselves. We need to make decisions about what to do with this in the future, which parts are useful, what would you change? We will be providing a feedback form in the Careers Leaders Newsletter w/c 8 June 2020. This is available to anyone who is supporting and co-ordinating pupil engagement.
- We will also provide a template in the newsletter that you may consider using with your pupils to record engagement and capture student feedback. This is intended for internal school use but responses may inform feedback you provide to us.



#LearnWithOak

#MyWeekofWork

#LearnLive

Social media hashtags

Programme One

Programme Two

# Acknowledgements

## Thank you

A huge partnership effort has been involved to bring this programme to life and it could not have been achieved without some great partners

We'd like to thank the following for being so generous with time and resources:

- Accenture
- BAE Systems
- Balfour Beatty
- Barclays LifeSkills
- BBC Bitesize Careers
- Buckinghamshire NHS Trust
- Burberry
- Cabinet Office in London
- Capgemini
- Cornwall NHS Trust
- Coventry Building Society
- De La Warr Pavilion
- Dorset NHS
- Drax
- DriveWorks
- DRP Group
- EBPNW
- EDF/HPC
- Education and Employers
- EEEGR (East of England Energy Group)
- Flannery Plant Hire
- Founders 4 Schools
- Future First
- Gregory
- Halliday Fraser
- Hi Impact
- HSBC
- Into Games
- Jacobs
- Kier
- KPMG
- Learn Live UK
- Microsoft
- Morgan Sindall
- Natwest
- NHS Solent Trust
- NHS Somerset
- Norfolk & Norwich University Hospitals NHS Foundation Trust
- Peel L&P Group Management Limited
- RAF
- Rolls Royce
- Royal Cornwall Hospital
- Royal Stoke University Hospital
- Sanctuary Care Ltd.
- Sovini
- Speakers for Schools
- STEM learning
- Sussex Health and Care Partnership
- The Good Care Group
- The Leeds City Region Enterprise Trust
- The Literacy Trust
- The WOW show
- Toyota
- True.Global investment
- Walsall Council
- Wilmott Dixon
- All Career Hubs and Local Enterprise Partnerships.

Programme One

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## Navigation

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Plus multiple partners who have previously provided resources for our resource directory which are referred to as additional links in this guide.



Thank you to Ryan Gibson, National System Leader at Academies Enterprise Trust (AET) and his team of Career Leaders in all 21 of AET's secondary schools in England. The AET Career Leader Team have worked together with colleagues from The Careers & Enterprise Company to help create engaging and informative lesson content for the 'My Week of Work' programme.

### Programme One

The content has been designed in such a way as to help students understand key concepts and to give them opportunities to explore further sources of support independently. Schools within the AET Team include Aylward Academy, Bexleyheath Academy, Broadlands Academy, Clacton Coastal Academy, Firth Park Academy, Four Dwellings Academy, Greensward Academy, Greenwood Academy, Kingsley Academy, Kingswood Academy, Maltings Academy, New Forest Academy, New Rickstones Academy, Richmond Park Academy, Ryde Academy, Sir Herbert Leon Academy, Tamworth Enterprise College, Tendring Technology College, The Rawlett School, Unity City Academy and Winton Community Academy.

### Programme Two

My Week  
Of Work

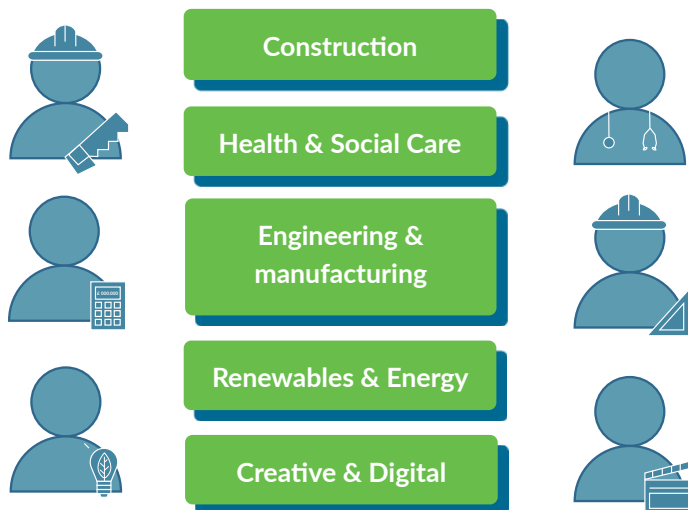
# Programme One and Two overview

## Programme One - Oak National Academy

Across 5 days, 4 sessions per day will be published live on the Oak National Academy website (these will remain accessible after the week in June).

The sessions are themed by day.

Industries from the following sectors have volunteered their employees and time during lockdown to support the sessions:



Sessions are designed to follow a sequence and can be accessed in three different ways:

1. Follow the whole week
2. Pick the number of days you wish to follow
3. Individual sessions (all have been designed to work for standalone access).

## Programme Two - Learn Live

**Learn Live - Bringing live learning to everyone**

Many of our Cornerstone Employers and other businesses have generously given their time to take part in live Q&A sessions with Learn Live.

This is an incredible opportunity for pupils to interact in a live Q&A session with a range of these employers each day. Pupils can also plan questions around the themes included in the Oak week to gain more insight to areas covered in Programme One.

### Promoting Learn Live to your Pupils

We will be promoting the activities through The Careers & Enterprise Company's social media channels and this activity will be supported by Oak National Academy.

To make these programmes successful and ultimately worthwhile for young people, we really encourage you to promote them to your cohorts – we suggest

- text messaging
- social media
- careers newsletters
- home learning emails
- parent communications to encourage directed use

There are suggestions below as to how the programme can be more 'meaningful' for your pupils and how you can engage them and connect them to local context.

Programme One

Programme Two





This icon represents where pupils have the opportunity to consolidate learning. These are often 'mini-tasks' set to check understanding.



This icon represents a research task that you may wish pupils to submit to you to track engagement and to gauge understanding.



This icon represents where pupils have the opportunity to gain insight into the World of Work.



This icon represents an opportunity for pupils to develop employability skills and to showcase these. We encourage you to support pupils to submit these tasks back to you in school and even to potentially connect to local employers for feedback. These tasks really encourage creativity, innovation and presentation skills.












This icon represents where we encourage pupils to reflect on their learning.

Programme One

Programme Two

# Monday - Programme One

	Lessons	Making it Meaningful Hints and Tips
	<p><b>1. Introduction to My Week of Work</b></p> <p>Session Aim: Pupils to understand the outline of the week and how they can access the careers education and the opportunity to gain insight into the world of work and develop employability skills</p>	<p>Prepare pupils to access the Oak programme and your approach so that they understand what they will be doing and what is expected of them. Ensure you explain the meaning of the week and its importance to their futures around skill development and preparing them for the world of work. Share any planning guidance (amended as appropriate) that you would normally share with pupils about workplace expectations and the world of work. Encourage pupils to access the Barclays Life Skills Virtual Work Experience.</p>
 	<p><b>2. Investigate the sectors (1)</b></p> <p>Session Aim: Pupils to explore key sectors to better understand key LMI information and the range of job roles/opportunities in these sectors</p>	<p>Consider how to engage parents/carers in the content from sector exploration sessions</p> <p>Connect pupils and parents/carers to local LMI resources</p> <p>Consider additional activities which could allow pupils to enhance their exploration of these and other sectors (see links below in general sector exploration and useful links)</p> <p>Offer pupils the opportunity to link the sector exploration sessions to real life examples and local context</p> <p>Connect pupils who are interested in Construction to the How Construction Can Save the World Conference on 11 June 2020</p>
   	<p><b>3. Investigate the sectors (2)</b></p> <p>Session Aim: Pupils to explore key sectors to better understand key LMI information and the range of job roles/opportunities in these sectors. Pupils to use LMI to undertake their own research into one of the sectors.</p>	<p>Use your home learning systems to connect pupils to additional links and resources (we have signposted lots of links and resources below and add others that you are aware of)</p> <p>Encourage pupils to engage with Learn Live sessions where they can ask employers about these sectors and find out more</p> <p>Engage with providers such as Inspiring the Future to organise bespoke virtual follow up sessions with employers for your pupils.</p> <p>Support pupils to share research task with you for feedback.</p>
 	<p><b>4. Insight into the World of Work</b></p>	<p>Share 'typical day' info of staff with pupils</p> <p>Encourage pupils to consider thinking about questions about a typical day when engaging with Learn Live sessions</p> <p>Engage with providers to organise bespoke virtual follow up sessions with employers or join virtual employer engagement events.</p>

Programme One

Programme Two

# Monday - Programme One














Resources/Links:

Programme One

Programme Two

# Tuesday - Programme One

	Lessons	Making it Meaningful Hints and Tips
  	<p><b>1. Meet the Team: HR</b> Exploring a 'typical day'</p> <p><b>Session aim:</b> pupils to understand what a day in a specific working environment looks like</p>	<p>Support pupils in connecting to school staff/local employers for the extension tasks of exploring a 'typical day' (case studies/videos, etc.).</p> <p><b>Encourage pupils to ask employers about their 'typical' day and how they manage their time in the Learn Live session.</b></p>
 	<p><b>2. Work Life Balance</b></p> <p><b>Session Aim:</b> pupils to understand the issue of work life balance and how employers and employees approach this</p> <p><b>Skills Development &amp; Showcase:</b> pupils to design a poster to promote work-life balance in the workplace</p>	<p>Support pupils in understanding current work life balance contexts of school staff/local employers during Covid-19.</p> <p>Connect pupils to the CIPD Future Learn HR Fundamentals Course.</p> <p><b>Encourage pupils to submit work from this session. Explore opportunities for pupils to receive feedback to work from local employers.</b></p>
   	<p><b>3. Mental Health &amp; Well Being</b></p> <p><b>Session Aim:</b> pupils to understand how employers support staff around MHWB</p> <p><b>Skills Development:</b> pupils to share their ideas about what employers should be doing to develop employee MHWB</p>	<p>Link pupils to MHWB activities they can explore to support them during Covid-19</p> <p><b>Encourage pupils to submit work from this session. Explore opportunities for pupils to receive feedback from local employers.</b></p> <p>Connect pupils to the NHS Mental Health '5a-day' and HSE Talking Toolkit</p> <p>Encourage pupils to explore Young Minds website, particularly the 'Looking after Yourself' section</p> <p>Connect pupils to the Covid 19: Infection Control and the Impact on Mental Health webinar with Arden University</p>
 	<p><b>4. Work skills and reflection journal</b></p> <p><b>Session Aim:</b> pupils to consider how different roles and environments may play to their strengths</p>	<p>Explore Sharing staff 'Buzz Quiz' results and how skills/qualities/interests of staff match demands of their current role</p> <p>Consider how to use NCW door posters to share with pupils</p>

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Programme Two

# Tuesday - Programme One










Resources/Links:

Programme One

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# Wednesday - Programme One

	Lessons	Making it Meaningful Hints and Tips
  	<p><b>1. Meet the Team: Marketing</b></p> <p><b>Session Aim:</b> pupils will gain an understanding of the roles and responsibilities of a Marketing department</p>	<p>Support pupils to connect to local Marketing professionals/significant local campaigns.</p> <p>Encourage pupils to engage with the Learn Live sessions and ask the professionals about the importance of marketing to their business</p> <p>Consider the Accenture Digital Skills courses as a follow up for more detail on Digital Marketing, etc</p> <p>Pupils will identify a Marketing Mix (Product, Price, Place, Promotion) for a sports product/service of their creation – encourage them to submit and share their work on this</p>
   	<p><b>2. Innovation &amp; Creative Thinking</b></p> <p><b>Session Aim:</b> pupils to understand innovation and creative thinking and how to pitch ideas.</p> <p><b>Skills Development &amp; Showcase:</b> pupils to practice by 'Innovating the Pizza' and selling an idea to the boss of a pizza company.</p>	<p>Encourage pupils to submit work from this session. We are asking them to make a pitch that you may want them to submit to you. Explore opportunities for pupils to receive feedback to work from local employer</p> <p>Connect pupils to the BBC Bitesize Creativity and Innovation resources.</p> <p>Link pupils to the 'Fake it till you make it' Ted Talk to support with their pitches!</p> <p>Consider using the Future Goals Remote resource from Leeds City Region Enterprise Partnership to set pupils an additional 'Pitch It' challenge as a follow up activity (potential BM4 link): <a href="https://futuregoals.co.uk/wp-content/uploads/2018/09/Futuregoals-Remote_Pitch-It.pdf">https://futuregoals.co.uk/wp-content/uploads/2018/09/Futuregoals-Remote_Pitch-It.pdf</a>.</p> <p>For pupils interested in gaming, consider setting them a 'design a game in 7 days' challenge by Side Quest.</p>

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# Wednesday - Programme One

	Lessons	Making it Meaningful Hints and Tips
	<p><b>3. Marketing Campaigns</b></p> <p><b>Session Aim:</b> pupils to understand what goes into an effective marketing campaign and to create their own marketing campaign..</p> <p><b>Skills Development &amp; Showcase:</b> pupils to plan a Social media campaign to promote the importance of social distancing to 12-17 yr olds via social media.</p>	<p>Encourage pupils to plan a social media campaign to encourage young people to social distance and to submit their work</p> <p>Consider how good examples of campaigns could be used in your school and local community</p> <p>Connect pupils to relevant You Tube clips to better understand persuasion/ taglines, etc.</p>
	<p><b>4. You as a Brand!</b></p> <p><b>Session aim:</b> pupils to evaluate and develop their own 'brand'.</p> <p><b>Skills Development &amp; Showcase:</b> pupils to create an 'elevator pitch' all about them.</p>	<p>Link pupils to the 'Fake it till you make it' Ted Talk to support with their elevator pitches!</p> <p>Encourage pupils to share their Elevator Pitch with you</p> <p>Encourage pupils to practise their elevator pitches when engaging with employers</p> <p>Share your own or colleague's elevator pitches to role model this activity</p> <p>Encourage pupils to send their elevator pitch to The Literacy Trust for some expert feedback from industry experts: <a href="mailto:wfw@literacytrust.org.uk">wfw@literacytrust.org.uk</a></p> <p>Connect pupils to the free Future Learn Becoming Career Smart 'How to sell yourself' course</p>

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Programme Two

Navigation

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# Wednesday - Programme One



Resources/Links:

Programme One

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# Thursday - Programme One

	Lessons	Making it Meaningful Hints and Tips
 	<p><b>1. Recruitment</b></p> <p><b>Session aim:</b> pupils to understand skills that employers are looking for and that different roles will require different skills/qualities/attributes.</p>	<p>Support pupils to find out from a range of employers what skills they value in the workplace (case studies/videos)</p> <p>Pupils could also ask these questions of employers in the Learn Live sessions</p> <p>Engage pupils with the Skills Builder home learning daily challenge and home learning resources to develop key skills <a href="https://www.skillsbuilder.org/homelearning">https://www.skillsbuilder.org/homelearning</a></p>
 	<p><b>2. HR: Recruitment</b></p> <p><b>Session Aim:</b> To understand how and where businesses recruit, understand recruitment processes &amp; to have the opportunity to apply knowledge and learning in a skills development task</p> <p><b>Skills Development &amp; Showcase</b>  <b>Opportunity:</b> Create a plan to recruit for a specific role in a business</p>	<p>Encourage pupils to submit work from this session. Explore opportunities for pupils to receive feedback to work from local employers</p> <p>Encourage pupils to complete an 'elevator pitch' from the You as a Brand lesson to support them in preparing for telephone interviews, etc.</p>
    	<p><b>3. Understanding Entrepreneurship:</b></p> <p><b>Session Aims:</b> pupils to recognise where they are applying skills and qualities demonstrated by enterprising individuals and entrepreneurs</p> <p><b>Skills Development &amp; Showcase</b>  <b>Opportunity:</b> pupils to develop a proposal for a youth social action project.</p>	<p>Support pupils to connect to local entrepreneurs and understand their story</p> <p>Consider any sustainable goals which are priorities for your school/community and link this task with ongoing projects</p> <p>Ask pupils to share their research into the sustainable goal which interest them the most along with details of their proposal for a Youth Social Action Project</p> <p>Share their ambition and ideas with the community via social media</p> <p>Link pupils to the free Future Learn 'Teaching Entrepreneurial Thinking' course</p> <p>Connect with the Youth Social Action Toolkit to support pupils to recognise and develop where they can get involved in Youth Social Action beyond 'My Week of Work'</p>
 	<p><b>4. Project Planning:</b></p> <p><b>Session Aims:</b> pupils to understand the basics of Project Planning</p> <p><b>Skills Development &amp; Showcase</b>  <b>Opportunity:</b> pupils to create a project plan to develop Youth Social Action Proposal</p>	<p>*Please note that this session helps pupils to develop ideas generated in the Understanding Entrepreneurship session so it is useful for pupils to access this one only after completing the work from that session*</p> <p>Support pupils to develop either a Youth Social Action or Enterprise activity to submit and potentially receive feedback from a local employer</p>

Programme One

Programme Two

# Thursday - Programme One







Resources/Links:

Programme One

Programme Two

My Week  
Of Work

# Friday - Programme One

	Lessons	Making it Meaningful Hints and Tips
	<p><b>1. Meet the Boss: Leadership</b></p> <p>Pupils to understand leadership and traits of successful leaders pupils to understand how to make effective decisions around career management and development</p> <p>Skills Development &amp; Showcase: Create a presentation/video to apply for the imaginary role of youth community engagement/fundraising lead at a local community group</p>	<p>Encourage leaders in your community to share their reflections on the key questions around skills/qualities of leaders, challenges and rewards of leadership and advice on being a good leader</p> <p>Encourage colleagues to share their career paths and focus on informed and ambitious decision making</p> <p>Encourage pupils to consider making their imaginary pitches for the community engagement role into a reality. Is there a local group/team who does need support around community engagement/fundraising?</p> <p>Consider how to use NCW door posters to share with pupils</p>
	<p><b>2. CV Creation</b></p> <p><b>Session Aims:</b> To understand the purpose and key features of a CV and to begin to draft a CV.</p> <p><b>Skills Development &amp; Showcase:</b> pupils to create a CV and to consider being bold about the format.</p>	<p>Encourage pupils to share CVs with you</p> <p>Explore how to provide pupils with feedback on redacted CVs from employers within safeguarding policies</p> <p>Encourage pupils to be bold and creative in how they format and present their CV and support the messaging about being creative yet safe when sharing CV and personal information</p>
	<p><b>3. Employability Skills in Everyday Life:</b></p> <p><b>Session Aims:</b> To identify the most likely employability skills you will need to demonstrate in your chosen field</p> <p>Recognise the skills developed in everyday activities</p> <p>Understand how to describe and demonstrate your employability skills to an employer</p>	<p>Encourage pupils to reflect on where they have demonstrated employability skills this week</p> <p>Encourage pupils to submit their model answers for review and to continue to reflect on them for use in mock interview/scenarios</p>
	<p><b>4. Reflection of the week</b></p> <p><b>Session Aim:</b> pupils to review week's learning and skills development</p>	<p>Ensure pupils know how to contact their Careers Advisor at school</p> <p>We encourage pupils to consider their own format for creating a personal action plan but you may wish to supply a template to guide them</p> <p>Connect pupils to other virtual experiences of work as appropriate (links below).</p>

Programme One

Programme Two

# Friday - Programme One



Resources/Links:

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# Programme 2: Learn Live



The Learn Live sessions have employers ready to answer questions live (don't worry the pupils don't interact directly, and all questions are moderated in real time before publishing. Please see the Learn Live safeguarding policy earlier in this document for full clarification). If a pupil doesn't know whether to choose between Learn Live and an Oak session running at the same time, they should choose Learn Live as the employers are available at this specific time. The Oak sessions will be published for the whole week and can be accessed at any time.

Tuesday 9th June	
1	10:00am- 12:00pm, Health & Social Care
2	12:00pm - 1:00pm, Mix of sectors
3	1:00pm - 3:00pm, Creative & Digital
Wednesday 10th June	
1	10:00am - 12:00pm, Engineering / Manufacturing
2	12:00pm - 1:00pm, Mix of sectors
3	1:00pm - 3:00pm, Construction
Thursday 11th June	
1	10:00am - 12:00pm, Energy & Renewables
2	12:00pm - 1:00pm, Mix of sectors
3	1:00pm - 3:00pm, Mix of sectors
Friday	
1	10:00am - 12:00pm, Mix of sectors*
2	12:00pm - 1:00pm, Mix of sectors *
3	1:00pm - 3:00pm, Your Next Steps

Programme One

Programme Two

\*Check back in the week to see if there'll be sessions available at these times.

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