

# GIVE AN HOUR

...MAKE A DIFFERENCE

Fantastic Futures @ Brannel

## Give an Hour Campaign

Could you open the eyes of a young person to an exciting or fulfilling career that they didn't even know existed?

The Careers and Enterprise Company's Give an Hour campaign invites you to change the lives of the young people in our area by giving up as little as one hour of your time. We'd particularly like to hear from you if you own or work in a small or medium sized business. Your unique industry knowledge and experience can make a difference to the options a young person considers for their careers.

## What could I offer?

- "Why I Love my Job" presentation
- Session which challenges gender stereotypes
- Workshop preparing students for the world of work e.g. speed networking skills, mock interviews

## How should I prepare?

Cornwall and Isles of Scilly Careers Hub has published some useful Case Studies from schools:

<https://www.careershucios.co.uk/employers-volunteers/ea-inspiration/>



## What should I expect?

- Brannel is a school of 750 with up to 170 students in any year group. We don't have a sixth form. You may be presenting to a whole year group.
- Your venue may be a classroom, the theatre or the activities studio. IT equipment is available for you to use. Don't hesitate to contact us in advance if you need technical support for your visit.
- The Duty of Care remains with the school. We won't leave you alone with hundreds of students! When you are leading an activity, we make sure that the teachers present are briefed. They should show an interest and actively manage student behaviour whilst keeping the atmosphere positive.
- A significant proportion of our students are from disadvantaged backgrounds. Some of them have the perception that their choices for career pathways are limited. A key focus for us is raising aspirations and broadening career horizons.
- Not every student in the room will know anything about, or be interested in, your career or industry.
- We may take photographs for promotional purposes. Please let us know in advance if this is something you do not wish to participate in.



## How do I keep students engaged?

The answer is simple. Interact with them.

- Give them something to look at. A presentation with lots of pictures and short video clips will keep the YouTube generation engaged better than a long monologue. Continually ask the students for their opinions and check their understanding of what you are explaining.
- Bring something along to surprise them. One presenter engaged the students by using an AI robot to demonstrate the technological advances in construction and how it will soon be possible to build structures remotely.
- Use students as part of the activity. Ask for volunteers.
- Set students a real-life challenge from your workplace. “You have been asked by a well know supermarket chain to design a new pizza and develop a marketing campaign for it to be launched on the market.” You could even set the challenge before your visit.
- Teenagers can undoubtedly be a tough nut to crack, but a good real-world story and some amusing personal anecdotes will engage the toughest audience. A story about how you overcame a challenging situation will generate more enthusiasm than a description of your training modules ever might. Students don’t necessarily want the detail. In fact, it may be a turn off.
- Deliver information in a jargon-free way with plenty of opportunities for questions.
- Include everyone. The world of work needs infantry, as well as future captains. Everyone can be included in the world of work, no matter what the extent of their ambitions. Engineering businesses, for example, don’t just recruit engineers. They employ people in a diverse range of jobs which can include the functions of sales, marketing, administration, customer service, IT, design, support, project management, assembly work, inventory management, accounting, law and so on.
- And finally, don’t forget the late developers. A lot of teenagers have zero idea what they really want to do yet. However, there’s no reason they can’t engage in the world of work until such time as they find out what that is.

