



Practise managing workplace challenges: Educator pack

Guidance sheet

 **BARCLAYS** | LifeSkills



1. Research your project

Who is your audience?

- Year 2 students aged 6 – 7:
 - Already have a good understanding of basic phonics
 - Like working in groups as well as independent activities to challenge themselves
 - Curious about the world around them, responding well to real-life examples
 - Playful, enjoying bright colours and fun games in their learning

What will make people want to take part?

- A lesson that is not too difficult but makes them feel like they are being challenged
- A game/competitive element to the classroom activity
- Feeling of accomplishing and learning something new by the end of the lesson

2. Make it happen

What are the tasks you need to complete to execute your idea?

- Research phonics on the curriculum and what stage year 2 students should be at
- Create a student-facing presentation to go through the learning with the class
- Create a fun and engaging classroom activity to embed the class's learning and understanding of phonics

How much time is required?

- Time:
 - Planning phase
 - Time to develop the presentation
 - Time to create any resources required for the classroom activity
 - Approval from head of year/senior leadership team

3. Persuading others

Who?

- Head of year/senior leadership team
- The year 2 class

What?

- The format of the lesson and classroom activity
 - The learning objectives
 - How it links to the curriculum
 - How it will help embed students' understanding of phonics
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4. Reaching your audience

How will you reach your audience?

- Head of year/senior leadership team:
 - A clear and well thought out lesson plan
 - Lesson outcomes that show how this will benefit the students' understanding of phonics and link to the curriculum
- The class:
 - A bright and engaging presentation to use in the class
 - A fun activity that allows them to put their learning into practice and enjoy themselves at the same time
 - An element of competition to give the students something to work towards

Why will they get involved?

- They will be having fun learning
 - They will feel challenged and enjoy a feeling of accomplishment
 - Students will be rewarded for their work
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5. Your idea

- Ideas could include:
 - Presenting a scenario to the class such as going to the supermarket and getting students to write down some of the words with trickier sounds they may come across such as shopping, groceries, coins, change etc.
 - A hot seat activity where one student sits at the front of the class or a group, their classmates give them a sound and they have to write down a word with that sound in it without hesitating or taking too long. If they can't think of one, another student enters the hot seat
 - A bingo style activity where students have a bingo card with sounds on it, they must locate items from the classroom that have these sounds in them and then cross them off their cards when they see them
 - Success measures:
 - The majority of the class has a firm understanding of phonics and can put their learning into practice
 - Students feel confident using phonics to understand some of the trickier sounds like 'ch', 'sh' and 'oi'
 - Students have had fun and enjoyed the lesson and classroom activity
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1. Research your project

Who is your audience?

- People aged 16 – 30
- Consumers that are conscious of protecting the environment and stopping plastic pollution

What will make people want to take part?

- A visually appealing logo and brand for the water bottle
- An engaging poster and advertisement persuading consumers to purchase the bottle
- Clear messaging in the advertisement as to how the bottle is kind to the environment and can help people to decrease the amount of single-use plastics they use

2. Make it happen

What are the tasks you need to complete to execute your idea?

- Research water bottle brands that already exist and other relevant brands for inspiration
- Design a new logo for the water bottle
- Design and create a poster and advertisement for the bottle
- Present the designs to the marketing team

How much time is required?

- Time:
 - Research phase
 - Design time
 - Time to create presentation for marketing team

3. Persuading others

Who?

- The company's marketing team
- Consumers/the target audience

What?

- The marketing team:
 - What the logo will look like and why it is effective
 - Why the posters/advertisements will persuade the audience to purchase the bottle
 - The target audience:
 - That this is an appealing, modern and innovative brand and product
 - How purchasing this bottle will help reduce their use of single-use plastics
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4. Reaching your audience

How will you reach your audience?

- The marketing team:
 - Appealing and carefully thought out designs
 - An engaging presentation
 - Information about the research you have done and comparison to what is already on the market
 - Clear reasons why the designs will be effective in selling the bottle
 - The target audience:
 - An eye-catching and visually appealing logo
 - An engaging and persuasive poster and advertisement
 - Clear messaging as to how this bottle can help the environment and stop single-use plastics
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Why will they get involved?

- The marketing team:
 - Can see the thought and effort that has gone into the designs
 - Can clearly see how they will help increase sales of the bottle
 - The target audience:
 - Are attracted to the logo design
 - Are persuaded to purchase the bottle by the poster and advertisement
 - Can see how this bottle will help them reduce their use of single-use plastic and protect the environment
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5. Your idea

- Ideas could include:
 - The logo could be a water bottle shape with an ocean scene in it highlighting how a reusable bottle can help put an end to plastic pollution in the ocean
 - The poster and advert could include stats about plastic pollution and environmental harm
 - The posters could be used at train stations and bus stops to get the attention of the target audience
 - Success measures:
 - Increase sales of the bottle
 - Increase understanding of how people can stop using single-use plastics
 - Reduce use of non-reusable plastic water bottles
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1. Research your project

Who is your audience?

- Look at who your project needs to help
- Banking customers who need to access everyday products and services without barriers
- People who might have visible or non-visible disabilities

What will make people want to take part?

- Something that meets a real need or solves a problem and makes customers' lives easier

2. Make it happen

What are the tasks you need to complete to execute your idea?

- Research existing accessibility solutions
- Generate some ideas for ways you could innovate these solutions, or new products and services that would help keep bank services accessible to all
- Understand what barriers people with a range of abilities might face
- Choose a way to present your ideas. Show why your solution is the best one and highlight your thoughts about any problems you might face and how you would overcome them. This shows resilience, proactivity and adaptability
- Anticipate and plan for potential questions, particularly when running through your presentation

How much time is required?

- Time:
 - Research phase
 - Idea generation and planning phase
 - Time to create your presentation and final idea

3. Persuading others

Who?

- Customers in the target audience
- Your colleagues at the bank who will help make the idea a reality – this could be a mix of developers, customer and product teams, and people in the organisation who manage accessibility, marketing, compliance and legal considerations

What?

- Customers:
 - How the innovation will improve their banking experience
- Your colleagues:
 - Why it's important to embrace inclusive design and create products that focus on accessibility

4. Reaching your audience

How will you reach your audience?

- Customers:
 - A persuasive poster or advertisement
 - Using case studies of people that the innovation has helped
 - Social media/digital platforms
- Your colleagues:
 - Information about the research you have done and how your idea meets a real need
 - An engaging presentation

Why will they get involved?

- Customers:
 - Can see how it would be helpful for them and how it has been designed with their needs in mind
 - Your colleagues:
 - Can see the impact of creating accessible and inclusive products on customer experience
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5. Your idea

- Ideas could include:
 - Digital or virtual solutions that improve how customers can interact with their bank and access their accounts
 - Innovations that focus on a particular disability or barrier such as dyslexia or sight loss
 - Success measures:
 - Number of customers using the innovation
 - Positive feedback from customers and colleagues
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