



Additional Teacher Resource Pack

Selling Yourself Successfully

The Application Form

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Introduction

In this programme, a school leaver is faced with the challenge of career choice and self promotion. Step by step, the viewer is able to see how a candidate can select the career path most suitable for himself, and plot a path that leads to interview. Through the case study provided, viewers can understand the different methods of job hunting, the mechanics of application and the art of self promotion.

DVD Timeline

00:00-01:00	Introduction
02:00-03:00	Searching for your 'generic skills'
03:00-05:00	Matching your skills with the right jobs
05:00-08:00	Looking for the job
09:00-13:00	Preparing the letter
14:00-19:29	Preparing the CV
19:30-22:00	How can your skills fit the right job?
22:00-23:00	Review

Other Background for Teachers

The search for a job can often be a daunting and unrewarding experience. Frequently, this is caused in part by unrealistic expectations and in part by an inability to match existing skills with employer's needs. Today, where jobseekers are in greater competition than they have been for many years, it is crucial to make the application for the right job stand out.

Through practical steps of cold canvassing, the importance of preparation and intelligent self evaluation, any candidate can unlock the skills they have that an employer would be hoping to see. Whilst pupils still in full time education often treat the application process lightly, it is vital that they are able to see the manner in which a successful covering letter and CV can transform a candidate's chances of gaining an interview, or even the position itself.

Useful Web Resources

<http://www.cvtemplate.net/>

CV templates

<http://www.kent.ac.uk/careers/cv/coveringletters.htm>

For further advice on how to write a good covering letter

<http://www.jobcentreplus.gov.uk/JCP/index.html>

Jobcentre webpage

<http://jobseekers.direct.gov.uk/homepage.aspx?sessionid=7f3190a9-68ae-4ebc-bc99-c142e0404086&pid=1>

The government employment and skills database

<http://www.reed.co.uk/>

An example recruitment agency

Curriculum Links

KS3/4 PSHE

Personal Wellbeing

1.1 Personal Identities

b Recognising that the way in which personal qualities, attitudes, skills and achievements are evaluated affects confidence and self-esteem.

2.1 Critical reflection

b Reflect on personal strengths, achievements and areas for development

d Identify and use strategies for setting and meeting personal targets in order to increase motivation

Economic Wellbeing and Financial Capability

1.1 Career

a Understanding that everyone has a 'career'.

b Developing a sense of personal identity for career progression.

c Understanding the qualities, attitudes and skills needed for employability.

1.4 Economic understanding

a Understanding the economic and business environment.

2.1 Self Development

c Assess their needs, interests, values, skills, abilities and attitudes in relation to options in learning, work and enterprise

2.3 Enterprise

a Identify the main qualities and skills needed to enter and thrive in the working world

c Take action to improve their chances in their career

Related DVDs available from Classroom Video Ltd

From the *Selling Yourself Successfully* series:

The Interview

The Career Portfolio

Bonus Disk (extended footage)

21st Century Jobs

CVs in the Real World

Different Ways to Find That Job

Know Your Rights at Work

Tertiary Realities

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Suggested Activities before Viewing the Programme

1. Give out six cards to six pupils with the following words on the cards:

NETWORKING
COVERING LETTER
COLD CANVASSING
INTERVIEW
CONTACTING A REFEREE
INTERNET RESEARCH

Ask the rest of the class to organise the pupils holding the words in the order in which a job searcher would do them. This should then be reviewed after the programme to see how many were right.

2. Mind map as many methods of finding a job that you can think of
3. Which job would you do if....
 - a) You could do absolutely anything in the world!
 - b) You could do if you were willing to spend the next five years or so in school/college/university
 - c) You left school next year with no qualifications at all
 - d) You left school with decent grades, but could travel no further than 5 miles from your house
4. Compare results from (3) in discussion from a class. Is there anyone who had the same result for all four scenarios?

Student Worksheet

While Viewing the Programme

1. What sort of generic/transferrable skills may you possess?

2. How can you decide upon what career may best suit you?

3. Where may you be able to search to find the vacancy that suits you?

4. What is 'networking'?

5. What is the point in 'cold canvassing'?

6. What is the purpose of a cover letter?

7. What are the three sections that should be evident in any covering letter?

8. Write down three suggestions that would make a cover letter stand out and show good quality?

9. What should CVs include?

10. What sort of person should you put as your referee on a CV or application form?

11. What does STAR stand for?

Suggested Student Responses

1. What sort of generic/transferable skills may you possess?

Team work, Independence, Organisation skills.

2. How can you decide upon what career may best suit you?

Consider the things that interest you the most, and a practical situation where you may find them.

3. Where may you be able to search to find the vacancy that suits you?

Internet sites, newspapers, networking, cold calling, job centre, recruitment agencies.

4. What is 'networking'?

Meeting people who are in the industry are that you want to break into.

5. What is the point in 'cold canvassing'?

To meet employers and to leave your CV on file with them in case a vacancy arises.

6. What is the purpose of a cover letter?

To introduce yourself, present an overview of your aims, showcase your skills, sell yourself and inform the employer of your interest.

7. What are the three sections that should be evident in any covering letter?

Introduction, Body, Conclusion.

8. Write down three suggestions that would make a cover letter stand out and show good quality?

Answers could include:

1. Write that you intend to phone as a follow up. 2. Keep the letter short. 3. Keep the style smart and simple. 4. Use a professional font size. 5. Check your paragraphing and spelling.

9. What should CVs include?

Contact details, referees, employment details, career objectives, education, skills and achievements.

10. What sort of person should you put as your referee on a CV or application form?

Someone who is respected and can give practical examples about your character. It should not be friends.

11. What does STAR stand for?

SITUATION, TASK, ACTION, RESULT

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