

# CEC Primary Project Careers for 2030 Stereotypes



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THE CAREERS &  
ENTERPRISE

## *Purpose of today:-*

*To look at what stereotype means*

*To look at what prejudice means*

*To look at how stereotyping might influence  
your career choices*

*Ways to challenge these stereotypes*

# Stereotype means:-

"thinking all people who belong to a certain group are the same and putting a label on them"

For example:

All young people who wear hoodies are thugs



Girls are better at cooking than boys



Boys are better at sports than girls





# Prejudice means:-

"Judging someone without knowing them, on the basis of what they look like or what group they belong to"

For example: All teenagers are rude and have attitude

People can be prejudice against:

- Colour
- Age
- Sexuality
- Race, Religion, Ethnicity
- Disability
- The way we look



I believe that Stereotypes  
are unfair because

**WE ARE ALL INDIVIDUAL**

and we should be treated

**AS INDIVIDUALS**

# Who Is Who?

# Who's Who?

## Who is an aircraft engineer?



# Who's Who?

## Who is a Rugby player?



Owen Farrell



Lydia Thompson



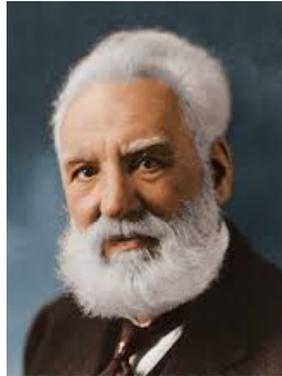
Dan Price

# Who's Who?

## Who is the inventor?



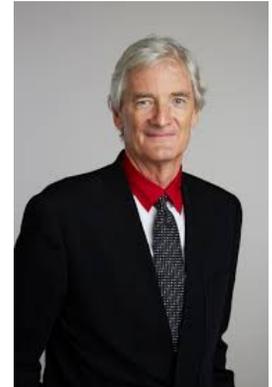
Nancy Johnson -  
invented the first  
Ice cream maker  
in 1843



Alexander  
Graham Bell -  
invented the  
telephone in 1876



Maria Beasley -  
invented the life  
raft in 1882



James Dyson invented  
the famous bagless  
vacuum cleaner in the  
1990's and continues to  
improve them

## What happened in

1914

1939

- 2 Major events that changed the world forever
  - World Wars
  - The men went to fight and the women who had been traditional home makers had to step up and learn how to build, fix trucks and cars, repair equipment, make ammunition and run communities

# People with disabilities



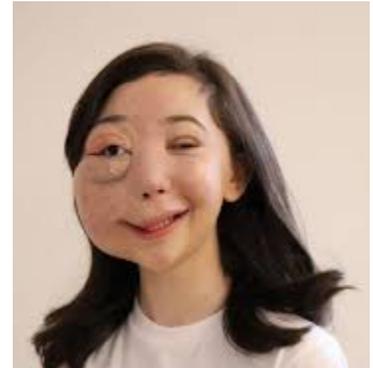
**Steven Hawking**

Famous Scientist who suffered from motor neurone disease. He quoted "However difficult life may seem, there is always something you can do and succeed at"



**Andrea Bocelli**

Famous Italian Opera Singer who was blind. He also said - "destiny has a lot to do with it, but so do you - you have to persevere, you have to insist"



**Nicky Lily**

Famous 15 year old You Tuber and blogger. She has a serious malformation illness.

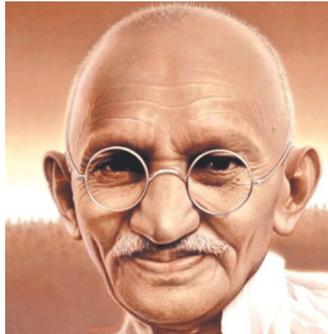
She quoted "if there is a will there is a way"

# People from different ethnicities



## Nelson Mandella

First Black President  
of South Africa (1994  
- 1999)



## Gandhi

Famous Indian Lawyer  
who helped India get  
Independence from  
Britain in 1947



## Mother Teresa (Saint)

was an Albanian -  
Indian Roman Catholic  
Nun who devoted her  
life to caring for the  
sick and needy

Ask for 6 Volunteers

Who is SAM?



- Instantly get an image in your head - don't tell anyone
  - Write down
    - What sport do they like
    - What they want for their birthday
    - What they get told off for at school
      - What they want to do as a job

## What have we learnt?



- Sam can be male or female

- can do any sport



- Can aspire to follow any career path

- Can be anything they want to be

# The Visitors

Visitors walk this way.....

- Please come onto stage
- Introduce yourselves (name only)

## Who's Who?

- 15 tables x 8 children
- 3 tables x 10 children
- Think of a team name
- 2 minutes to interrogate each visitor
  - 18 visitors in total
  - At the end, each team will have 10 minutes to decide who does what job
- Hand in final decisions to be marked



- Visitors walk this way.....

- You have 2 minutes to tell us your job title and what you do.

# Summary

# Summary of the day

## What have we learnt?

- That people have negative attitudes and what is meant by stereotype and prejudice
- To be able to recognise my own and others stereotypical and prejudicial attitudes
- To be more aware of prejudice and stereotypes when thinking about my future career



# The Universal Declaration of Human Rights

Human Rights are the basic rights and freedoms that belong to all of us, from birth until death.

One of the rights that this act protects is  
Equality Act 2010

No discrimination: everyone's rights are equal.  
You should not be treated unfairly because,  
for example of your gender, race, disability,  
sexuality, religion or age.

# Questions & Answers

# Winning Teams Presentations