



## **CEC Primary Project**

### **Careers for 2030 – Road map 8 – Business sector**

#### **Teacher's notes -**

The event consists of 5 presentations, accompanied by audio. This guide will take you through each slide step by step. Questions in **red** are a prompt for classroom teachers to ask children in order to generate discussions.

At the end of this guide, there are a series of activities for you to utilise and implement when time allows.

Lesson plans and resources for each sector event can be found at the links below:

<https://www.blackcountryskillsfactory.co.uk/school-resources/primary-school-pilot-2030/>

<https://www.ryders-hayes.co.uk/primary-careers-hub-2030>

#### **First Presentation by Nicki Harris (Project officer)**

##### **Introduction – The event consists of 5 presentations, accompanied by audio.**

Today we are exploring the business sector and careers 2030. **What types of careers do you think we will be exploring?** (Banking, Human resources, Public relations, marketing, social media and IT, solicitors, the law and accountancy)

**Slide 2 – Itinerary –** This will depend on individual timetables.

##### **Slide 3 – Task 1**

Think about what type of career you would like when you leave education. Take a minute to chat with the person sitting next to you. Do you see yourself doing something practical, with IT (are you good with computers?), do you like sports, caring for people, working with animals, teaching etc.

**Tell your teacher what you would like to do and why.**

## **Slide 4 – What is business and what does it mean?**

A business is an organisation where people and companies work together. In a business people work to make and sell products or services. Other people called customers or consumers then buy these products or services.

Can anyone think of a service or product we would buy from a company? If we had a leak in the bathroom, who would we contact? (A plumber) Is this a service or product? (Service)

If you need a new coat or a pair of trainers for school, where would you go? Maybe Primark or JD Sports? Are you buying a service or product? (Product)

A business, whether it is selling a service or product, earn money and all businesses want to make a profit at the end of the year. **What is profit?** Profit is the total amount of money a company makes take away expenses such as staff wages, the bosses wages, electric, and gas and water bills, rent for the office, telephone and mobile bills.

If a company earns £20,000 in one year and its expenditure is £15,000, how much profit will the company make? £5000 profit

A business owner will also use many different types of services to help their business be successful. These include –

An Accountant – **What do they do?** Their job is to keep the financial records of a business up to date, so anything to do with the money that the company makes and spends. They have to follow laws and produce reports so the company owners know how much profit or loss they make and how much tax they have to pay.

A Solicitor – **What do they do?** A solicitor provides legal advice to their clients, who are businesses. They look at things like company law and help the business keep up-to-date. **Can you think of any changes that might impact on a company?** April 2020 saw the minimum wage increase to £8.72 per hour for everyone over the age of 25 regardless of the job they do. A solicitor is there to offer help and support to the business. If your business was taken to court a solicitor would represent you. This might be for something like a falling out with an employee or not paying them the correct rate.

The Bank – **What do they do?** A bank provides financial services to businesses. **What do you think this includes?** A bank account, a loan, credit cards or a savings account.

Human Resources – **What does this mean?** HR means Human resources. Some larger companies have HR departments whilst smaller businesses buy in this service when they require it. Your school will have someone who looks after HR. They help businesses hire staff, fire staff, make sure staff follow the rules, make sure the company follow the rules and organise training and promotion. Karen Heer will tell you more about this later.

PR (Marketing / Website and IT) – **What is this?** PR stands for public relations. Like HR some larger companies have their own PR marketing and website departments, whilst other companies buy this service in when they require it.

**How would you market your company?** Mailshots, TV, magazines, flyers, posters, social media, Facebook, twitter, website, Instagram etc. **Which**

**method do you think is the most successful way of marketing your business?**

**Hands up – 1. Website 2. Social media 3. Adverts 4. Emails 5. Posters and flyers AND why?**

### **Slide 5 – What careers didn't exist in the business sector 10 years ago?**

10 years ago there were no I-Phones, and therefore no I-Phone Apps or I-Phone App developers. Now there are literally 1000's of Apps that we use every day. **Does anyone use an App? If so, what App do you use?**

There are many banking Apps that both businesses and individuals use every day. These include –

MONZO – This is FREE to use and is designed to help us manage our money and lets us know if we are overspending in a certain area of our life, such as going out or buying too many clothes. There is a version that businesses can use, to keep track on their spending.

LOOT – Helps businesses and individuals manage their budget every month.

MONESE – helps new comers to the UK open bank accounts.

Careers in social media didn't exist 10 years ago. Businesses used posters, flyers, emails and letters, newspapers and magazines to market themselves. Things are much different now. **What can we use to promote and market our business?** Social media is worldwide and very popular and includes Facebook, twitter, Instagram. We also use YouTube, mobile phones, professional bloggers, as well as emails shots, TV, radio etc.

Internet cafes and virtual offices didn't exist 10 years ago, neither did Microsoft teams and zoom!! Now we can work from home and run a business

without even having to leave the house. COVID and social distancing has encouraged remote working. We can hold meetings with anyone, anywhere in the world using technology that didn't exist 10 years ago. INFACT all we really need is access to the internet and a device such as a mobile phone or lap top.

### **Slide 6 – What careers will exist in this sector by 2030?**

Now let's move the clock 10 years forward. What do we see?

Banks – **What will they look like?** In 10 years' time, most people will be banking on-line. People will still work in this sector but much of it will be automated and done by robots. Careers in 2030 will be created in design, programming and repairing artificial intelligence..... but you will of course need to have an understanding of finance, banking and maths if you want to write programmes for robots in the finance sector.

Crypto currency – **What is this? What is currency?** **Currency** is the official money of a country. It consists of paper money and coins. Each country has its own form of **currency**, which is overseen by the central bank of that country. In the UK we have pounds and pence. It has been predicted that 50% of National currencies will be replaced by **crypto currencies**, which is an electric currency and similar to the digital coins you might use in a video game. These digital coins are stored in a digital wallet and used to buy goods or services. **Does anyone play X-Box and games that have digital coins you can collect and use throughout the game?** Careers in this sector will include –

Crypto currency regulators – **What do they do?** They make sure that the currency is set at a fair price across the world.

Crypto currency bankers – **What do they do?** A bit like cash bankers they will manage crypto currency accounts for people and businesses.

### **Slide 7 – Careers 2030 continued .....**

Accountants – **What will they be doing in 2030?** – Certain jobs that are carried out by accountants will be done by artificial intelligence and chatbots. **Has anyone had the chance to “talk” to a chatbot? If yes – when and where?** I have - when I reported a crime to action fraud online I liaised with a chatbot. Some one used my personal details to open a credit card and bought £500 worth of goods in my name. The chatbot is an automated system that helped me solve my problem. Accountants will be using chatbots more and more in the future for the advice and administrative roles. Careers in this sector might include –

Designing and programming robots and chatbots for accountants. However, it is also predicted that this sector will still require the personal touch that you can't get from a robot – someone who listens to you and can show empathy if you have a concern. **What is Empathy?** It is the ability to put yourself in someone else's position and feel what they are feeling.

Accountancy is an interesting sector to work in and means you get to work with numbers!!

### **MATHS TRICK TO DEMONSTRATE HOW INTERESTING MATHS CAN BE –**

Think of a number below 10 (remember it) – Multiply or times your number by 2 – Add 6 to your number – Divide the number by 2 – Subtract or take away the first number you thought of.

Ask students for a show of hands – ALL answers should be 3!

Cyber Security – **What is this?** Similar to my personal details being used to open a credit card, fraud and criminal activity on line is huge in the business world. Crimes happen all the time and include –

Spoofing – **What do you think this is?** This is when someone pretends to be someone else.

Spamming – **What do you think this is?** This is when messages (emails), are sent in huge numbers to people who don't want to receive them. This is spam or junk mail. The spammers hope that some people will respond and maybe "buy something that doesn't really exist"

Ransom wear – **What do you think this is?** If you are held to ransom, it usually means that there is an amount of money to pay the kidnappers for your life. Similar here – there is an amount of money to pay for your soft wear or online details that are confidential, and have been hacked or stolen by someone else.

Careers will exist in all areas of cyber security to include, design, programming, using and training.

Solicitors and Lawyers – **What will this look like?** In 10 years', time solicitors will not use paper and pens!! All work will be secured on digital platforms. Solicitors will still be needed to protect law but it will look very different.

5G Networks – **What is this?** This is the next generation of mobile broad band that will allow us to down load and upload at amazing speeds. Every business and every person will be using 5G networks. Careers as multi skilled engineers,

will exist. As will 5G consultants who will offer advice on how to get the best use out of your network package.

### **Slide 8 – What is an entrepreneur?**

**What do you think an entrepreneur is?** It's a person who has a unique idea – one that no one else has thought of. They take this idea and turn it into a business. This person is usually willing to risk loss in order to make money.

The reason I have included this slide, is because a year 6 student spoke to me about being an entrepreneur and had a great idea. I was so impressed I wanted to include it in the business presentation.

INFACT anyone can be an entrepreneur. You just need a unique idea, one that has not been thought of before, plenty of courage and “Just go for it”

Examples of modern-day Entrepreneurs are –

James Dyson – **What does he do?** He invented the first bag less vacuum cleaner. James actually said that he invented 5,127 prototypes of this vacuum before he got it right. That was 5,126 failures, but he learnt from each one he made.

Mark Zuckerberg – **What does he do?** Mark Zuckerberg is an American computer programmer and the founder of Facebook. He prides himself as having 7 life skills that he closely follows. These include – Critical thinking, problem solving, communication, assertiveness, has vision, mindfulness (he doesn't let people get him down), equanimity (he is always calm and composed in difficult situations). BUT most of all he had a good idea that no one else had thought of!!!!!!

Kim Kardashian – **What does she do?** Kim Kardashian is a very successful model and also one of the world's most successful entrepreneurs. Why? She is a social media “Queen”, has a reality show, sells mobile games, cosmetics, perfume and social media has made her a global celebrity.

Oprah Winfrey – **What does she do?** Oprah Winfrey is a huge celebrity and in 2007 she started the Oprah leadership academy for girls in South Africa. In 2000, she launched “O”, her magazine and then 7 years later a huge TV network bought her out. She was born into poverty but by the time she was 32 she was the first black women billionaire and the richest African-American woman. She is famous for “Being passionate about what she does. Her

leadership style is very effective. She is uniquely able to inspire her team and execute her vision. She loves what she does and she has a clear vision”

So ..... 4 very different people, 4 very different ideas, 4 very different visions.

Could you be the next entrepreneur????????????????????

### **Slide 9 – U-tube clips**

Here are 3 links to YouTube videos about entrepreneurs. **Activity 1**

The first clip shows 4 young entrepreneurs who own very successful businesses. Henry is 15 and supports young people who are considering setting up a business. His book and resources sell in 60 different countries.

Akshay is 19 years old and is worth 12 million!! His business is an online estate agent and he had this idea when he was still at school.

Kate and Annie are sisters and sell horse supplements and horse food. Their customers include the Royal family.

They offer 5 top tips, to include – Always be yourself, be confident in what you are selling, learn from your mistakes word of mouth is the best type of marketing and don’t give up!

<https://www.youtube.com/watch?v=AOGDNYWfjrE>

Akshay then goes on to explain his story.

<https://www.youtube.com/watch?v=4T1M3c5d8B8>

The third clip “What is an entrepreneur” is also very interesting

<https://www.youtube.com/watch?v=92ZmzD70sOU>

## **Slide 10 – Personal skills - Task 2**

What personal skill do you think are important now? Do you think they will change in the future? If yes how do you think they will change?

Spend a few minutes discussing this with the person sitting next to you.

What have you come up with?

## **Slide 11 – 8 essential skills**

What are the 8 essential skills?

Listening – Presenting – Creativity – Problem solving – Team work – leadership – Staying positive – Aiming high.

What skills from the list have we used today?

Listening – we have listened to each other

Teamwork – discussed various things with your class

Presenting – I have used this skill

Always aim high and we have been creative too.

I always say **“FOR EVERY PROBLEM THERE IS ALWAYS A SOLUTION”**

Are there any questions so far?

## **Slide 12 – BREAK TIME**

## **Second presentation by Helena Baxter**

You will now hear from Helena Baxter who is the Apprenticeship Programme lead at Walsall council.

She will talk you through her career, what she does on a daily basis and how she thinks this will change by 2030.

Helena has very kindly prepared a presentation with audio.

### **Slide 1 – Introduction**

**Does anyone know what an Apprenticeship is?** An apprenticeship gives you hands on experience in a company while you earn money (a wage), you learn new skills and study – ALL at the same time. You can work your way up to a degree level apprenticeship that the company will usually pay for.

A maintained school is one that are paid for by the local authority. In this case that is Walsall council.

Helena looks after 400 apprentices who work for Walsall council in areas such as HR – **What did we learn about HR in the first presentation? What does it stand for?** Human Resources. **What does this mean?** HR look after the recruitment of staff, look after staff, make sure they are treated fairly, behave fairly, and keep policies up-to-date. She also looks after apprentices in other departments such as Finance, Print and design, recruitment, project management, team leading, customer service, ICT and teaching assistants. Helena said 10 years ago this job didn't even exist.

### **Slide 2 – A Typical day**

Helena is always very busy and every day is different for her. Helena had been working on an annual report. **What does annual mean? How often would this report be carried out?** Every year. **What do you think an annual report would need to include? Who would it be presented to?**

Helena does this annual report for the managers at the council and it tells them what the apprenticeship department have been doing. It lets them know how many apprentices there are in the council, in what departments they are, where they were recruited from and how they are progressing.

Helena also produced a newsletter to advertise what the council are doing and to promote apprenticeships. Due to COVID Helena is not able to visit schools and speak to school leavers about the opportunities at the council. She can't go to colleges either, so she has produced a newsletter to email to everyone she knows. Things don't stop because of COVID. **What type of information do you think Helena would need to include on the newsletter?** What Apprentices they are available, when they start, what grades the council are looking for, length of the apprenticeship, how to apply, who to apply to.

### **Slide 3 – How will my role change by 2030?**

The council are very keen to encourage more and more young people to join their apprenticeship programmes, so her role will become even busier. Helena comments the council have an ageing workforce. **What do you think this means?** It means that the average age of the workforce is over 40 which leaves a BIG GAP and young people are needed to fill this gap – young people between the ages of 16 to 25

The council need to recruit young people and encourage them to take apprenticeships and other roles so they can be trained to ensure they have the skills needed in the future. Walsall council want to “Grow their own talent”

Helena's role was affected by COVID. She was unable to have face to face meetings, so she “attended” meetings using Microsoft teams. This is technology she had not used before and proved to be very successful. Helena is supporting the recruitment team with online interviews. She feels her role has already changed and will continue to change with the introduction of more technology. This means that Helena will be able to work from home or from the office.

**What advantage will Helena have working from home?** This will reduce her travel time to and from work, reduce the number of cars on the road if more people do this, and ensure her safety if there is a second wave of COVID. She will be more productive because she won't be distracted by colleagues.

### **Slide 4 – The use of technology and how this may change**

Helena works with people face to face and enjoys this part of her job. She has been using a lot more technology since working from home and this has helped her continue her work. Helena has had to adapt to this because of COVID. It has proved to be very successful. The Council who are Helena's

employer provided her with her own laptop and the equipment she needed to connect online at home.

Do you prefer face to face meetings with teachers or would you like it better if we could offer this remotely (a bit like we are doing today)? Say why?

### **Slide 5 – Closing comments**

Helena knew what she wanted to do when she was 13 years old. Her job now didn't even exist then!!! Her advice is to keep an open mind about careers and to do something you really enjoy. Work towards your strengths and focus on what you are good at or have a desire to do.

Start asking people about their jobs, their journey and if they have any advice to offer.

You could carry out your own research and come up with a questionnaire to ask family, carers, friends, teachers about their careers and jobs. If you get time you could visit your local town with a teacher and conduct a survey. I'm sure you will be very surprised at the vast variety of jobs and opinions.

Please refer to Activity 2

Do your own research online. There is a huge amount of information available about every possible career.

Ask careers advisors too.

### **Third presentation by Karen Heer**

You will now hear from Karen Heer, who is the HR manager at Capital One.

Capital One Financial Corporation is an American bank holding company specialising in credit cards, loans, banking, and savings accounts.

**Can you remember what HR stands for?** Human resources. **Can you remember what this department or person might do?** They recruit or hire people, make sure staff are treated fairly and paid on time, they look at policies and make new ones, train people and fire people.

She will discuss her role, what she does now and how this may change by 2030.

Karen has very kindly prepared a presentation with a voice over.

#### **Slide 1 – What is HR**

HR is short for Human Resources. Karen works at Capital One which is a bank. She works in a team and is the manager. Lots of big companies have HR departments and you learn many transferable skills so you could work in any HR department in any large company. **What is a transferable skill?** These are qualities or skills that can be transferred from one job to another such as problem solving, team work and communication.

Tesco, MacDonald's, Costa coffee, Sports direct, Toys R Us, Nintendo, PlayStation, Disney, the council and even your school will have a HR department.

Karen works closely with the big boss.

#### **Slide 2 – What we do in HR**

**So ..... you have answered this question many times – again what happens in HR?** They recruit or hire people, make sure people are treated fairly and paid on time, they look at policies and make new ones, train people and fire people.

#### **Slide 3 – Hire people**

Capital one can hire who they like but they have to make sure the person can do the job they have applied for.

An example is - Tesco have advertised for a cashier. Sam will take the money off you when you pay for your items at the till. Sam will apply for the job by sending in his CV along with a letter. This can be sent by post or email.

Tesco will do several tests with Sam to check he is capable of doing the job. Sam will do a maths test, a simple personality test to assess whether Sam is friendly, polite, well-mannered and calm. Tesco may also have to do some role-play. **What is role play?** This is when you pretend to act out something to prove you can do it. **Have you done any role play at school? If yes, what for?**

**Please refer to Activity 3 - An example of classroom role play.**

#### **Slide 4 – HR Pay people**

When people work for a company, they earn a wage or salary. **What do you think you have to do to earn this money?** You have to turn up on time, try your best and do your job well, follow rules and work hard. HR will pay you for doing your job. They will make sure you are paid on time, they will make sure that men and women get paid the same for doing the same job, they will send the money to your bank.

**Do you think that men and women should get paid the same wage if they do same job? Why?**

#### **Slide 5 – HR write policy for people**

All companies have rules and regulations to follow. These are law and employees have to follow them. **What is the difference between an employer and an employee?** An employee works for a company who is the employer. **What rules do you think employees have to follow?** A few examples of rules that are in place for employees to follow include –

**What about people who have time off work if they have had a baby? Does this affect both men and women?** Yes, women can have a year off and this is called maternity, men get 2 weeks off and this is called paternity to help the mother with the baby. **Is this long enough? Is this fair?**

**If employees are poorly?** They will be expected to call the boss by a certain time to explain why they won't be in and provide a sick note from the Doctor.

**What about if you work overtime, do you get paid for it?** Yes, this should be in your contract. You can get paid for overtime or get time off in lieu which means you can use it as holiday.

**How long do you have to work for every day and what breaks are you entitled to?** Hours are stated in your contract e.g. 9-5, 8-4 and break times are like your breaks at school.

**What about equal opportunities?** Men and women have to be paid the same for doing the same job. All people and employees should be treated the same (fairly) regardless of their colour, gender, whether they have a SEND etc.

**Holiday policy?** Tells you how much holiday you are entitled to every year.  
Conduct – This policy informs us how to behave at work (a bit like school)

**Sick Pay?** If we are poorly, this policy will tell us what pay we are entitled to.  
Working Hours – It is always very important to know what hours we will work.

**Health and Safety?** This policy is in place to protect people. The company has to make sure all equipment is safe to use and checked regularly, there has to be risk assessments in place so you know the job you are expected to do is safe.

**What rules do you have to follow at school?** You have to arrive on time, act in a safe way and be safe around others, you or your parent/carer must contact the school if you are poorly and unable to attend, and you need to know where you are expected to be during the day, so you are given a timetable.

### **Slide 6 – HR and benefits**

HR will work out benefits that staff are entitled to. This might be a bonus or a pay increase. For long service you might get longer holidays or the option to work flexible hours which means you can work hours to suit you rather than the company. **Can you think of any benefits you would really like, if you were at work?**

At Capital one the staff have some really good benefits, to include –

25 days holiday per year. This will increase the longer you have worked for the company, free gym membership because Capital One want you to be fit and healthy, Private health care which means if Karen is poorly and needs an operation it will be paid for. She also gets money paid into her private pension by Capital One, she receives a bonus if the company makes a lot of profit and this could be up to £25,000 per year. **Can you remember how we work profit out?** Profit is the total amount of money a company makes take away expenses such as staff wages, the bosses wages, electric, and gas and water bills, rent for the office, telephone and mobile bills. Karen can also request a

sabbatical. **Does anyone know what a sabbatical is?** This is unpaid time off from work. Karen's boss has to agree this and will keep her job open. Karen went traveling for 6 months and came back to the same position in the company when she returned to work.

### **Slide 7 – Training and development**

Staff will continue to learn even when they start work. Just like we are today, it's important to learn about new things. **What sort of training or learning do you think employees will be expected to do?** Staff might need to know about updated laws or how to use a new piece of equipment or software the company have invested in. They might have to learn about new health and safety laws that keep us all safe. **What sort of new things do you learn at school? What is the last thing you found out about?**

### **Slide 8 – Employees who don't follow company rules**

We expect good behaviour at work and there are guidelines we have to follow. The company has a set of guidelines and so do we. If someone breaks the rules for the first time, they will get a telling off, if it happens again, they will receive a letter and if the bad behaviour continues, they will be asked to leave and not come back ..... In other words, dismissed, fired or sacked!! **What sort of things do you think you could get sacked for?** Not doing your job and being lazy, time off with no good reason, shouting at other staff, stealing from others or the company all might lead to getting fired.

### **Slide 9 – HR in 2030**

**Remember what a chatbot is?** A chatbot is an automated system that helps people solve problems and offer advice. You can type your question into a website and the automated system will answer whatever you are asking. Karen thinks that by 2030, chatbots will be used a lot in HR and finance. Technology is constantly developing and Karen is now able to work anywhere in the world and still communicate with colleagues in the UK. In 10 years', time this will become the norm.

**What personal qualities do you think are important if you want a career in HR?**

To work in HR you have to be firm but fair (a bit like the Headteacher of a school), a good listener, good at communication, quick thinker, be able to solve issues and make people feel comfortable.

If you think you have these qualities, then maybe HR is for you.

## **Fourth Presentation by Latha Ravi**

Latha Ravi is the Commercial manager at Midland Metro Alliance.

The **Midland Metro Alliance** is expanding the tram network by approximately 32km and helping people move around better, in order to provide everyone with a better standard of living. This will also create many new jobs in the local area.

Latha has kindly produced a presentation for our event.

### **Slide 1 – Latha career.**

Latha has a financial career and manages the finance and commerce at Midland Metro Alliance. **Can you guess what this involves?** Latha will look at performance (how things have worked) of the services that are offered and how much money is spent on these services. She will look at how much money the company makes and how these services can be improved or extended. **Can anyone think of a way in which the Midland metro could improve their service?** Well this is already being done. They are increasing the number of trams and tram lines around the Midlands and encouraging people to use public transport instead of cars. This will reduce the number of cars on the roads and the emission rates.

### **Side 2 – A typical day at work**

Latha will attend meetings with management and with her team. **Do you think team meetings are important? What things do you think will be discussed?** Latha updates her team on any new projects, any issues or concerns, Policy updates, new members to the team are introduced, targets and whether they have been met.

Latha also spends time looking at statistics (figures) and generates reports. **Can you think of any data and reports that she might produce?** Latha will look at how many people have used the trams, which ones are the busiest, which are the least busy, she will look at value for money and whether some lines should be taken off and others added. This information will be used to improve the service.

Latha also has to make sure her team are happy. Not over worked or under worked! She will support them on a daily basis and help address any concerns or issues. With COVID the team have been working from home and have been provided with computers and all equipment needed to do their jobs. Latha has

been managing the staff remotely using Micro soft teams and zooms to catch up with her team on a daily basis.

### Slide 3 – How will the role change by 2030?

Latha states that finance is the life blood of a business. This means that finance and commerce allow Midland Metro Alliance to be very successful and will allow them to expand and improve their services. This role will become more digitalised by 2030. What do you think this means? **Can you think of any items we use every day that have been digitalised?** Examples are – CD's to MP3files, books to e-books such as Kindle, maps to GPS, photographs to Instagram, post and letters to email. This will be similar with Latha's role – paper and pens will virtually disappear and all documents will be stored on a cloud, communication will become even more digitalised. They will become even more reliant on technology.

Midland Metro Alliance focus on sustainability. **What does this mean?** To make something sustainable means it won't run out and will be here for a long time. If Midland Metro Alliance invest in the right equipment and services now, they will be around for generations to come. They are investing £1.3 Billion into the new tram extensions which will reduce their carbon impact protecting the environment and at the same time they will continue to be a successful business.

### Slide 4 – The use of technology and how it will change

Communication will improve with the use of VR and AR. **What does this stand for? What is the difference between VR and AR?**

**Virtual reality (VR)** is the name for computer technology that makes a person feel like they are somewhere else. It uses software to produce images, sounds and other sensations to create a different place, so that a user feels like he or she is really part of this other place.

**Augmented reality** uses a device, usually a smartphone or tablet, to augment the real world. Think of it as adding an extra layer onto your physical surroundings. That layer could be an animation, a 3D model, or any combination of images, sound, and **video** that together create an immersive experience

How do you think the financial world could use VR and AR to train staff? Staff need training all the time. VR and AR will be used for teaching people new information. This may be the introduction of a new system.

Latha also talks about real time transactions – what do you think this means? How does it help the business? Real time transaction means that any transaction you make will be instant. This may be paying a supplier for work they have carried out, the signing of a new contract or paying staff wages.

### **Slide 5 – Closing comments**

Latha really enjoys her job and has found working in finance and commerce to be a very rewarding career. It is a very exciting area to work in and one that will continue to grow as technology evolves.

## **Fifth presentation by James Tolcher**

The last presentation today is by James Tolcher who is a Business development graduate from Collins aerospace. James has kindly prepared a presentation about his career.

Collins Aerospace design, make and service systems and components (parts), for commercial aviation, business aviation military and defence, helicopters and space craft. SO ..... In other words, they make aeroplanes for the public to use, for transporting items for business (called cargo), for the RAF and military of defence and for space crafts. **Does anyone know what RAF stands for?** Royal Air Force.

Collins aerospace employ over 78,000 people across all their sites, so they are a huge employer.

### **Slide 1 – My Career**

James is 21 years old. He completed his GCSE's and went on to do his A-Levels. James went to Liverpool University to study International Business and he is currently in his 3<sup>rd</sup> year and on a work placement at Collins Aerospace. James is a business development graduate. **What do you think this means?** James looks at new projects and new developments, he will look at marketing and advertising for any new business.

### **Slide 2 – What does a typical day look like for James?**

James will work on lots of different projects at any one time, so he never has any two days the same, although he always starts his day with a team meeting. **Do you think team meetings are useful? Why?** Team meetings allow people to update each other and reflect on progress, set targets, objectives and brainstorm ideas. **What is brainstorming? Do you use it at school?** Brain storming is when a team of people come up with a variety of ideas and solutions to a new project or idea.

**What personal skills do you think are important when attending a team meeting?** Think of the essential skills - Communication, Listening, Presenting, Teamwork, Problem solving, being positive, Leadership, Aiming high.

James might also spend time in his day creating a marketing video to promote Collins aerospace latest designs in aircraft. He might update the website or brochure with new exciting news articles or look at new aircraft proposals with his team.

**Why is marketing important in any business?** Marketing allows businesses to keep customers updated about new products and services. Marketing is at the heart of every business. How else would customers know this information? Good marketing will always increase sales which increases profit. **What did we say profit is?** Profit is the total amount of money a company makes take away expenses such as staff wages, the bosses wages, electric, and gas and water bills, rent for the office, telephone and mobile bills.

**Can you think of any marketing techniques companies use to promote themselves?** Special offers such as “Buy 2 get 1 free”, loyalty cards and when you spend a certain amount with a company you build up points to spend, introduce a friend and receive bonus points or cash (Banks sometimes do this if you introduce a friend or switch your account from a competitor), some companies price match a competitor (for example – Tesco will price match Aldi who are sometimes cheaper)

### **Slide 3 – How will my role change by 2030?**

By 2030 James will be in full time employment.

Interestingly James said that he is 100% confident that the role he will be doing has not yet been created. James hopes to be working in development and working on new technology and products such as “Flying Taxis” that are a few years away!

In fact, “Flying Taxis” are being piloted in Qatar for the 2022 Fifa World cup and they will be the world’s first flying air taxis.

James will be working with new companies/customers, new competitors and new technology. **What do you think a competitor is?** Someone or something that is trying to beat or do better than others in a contest or in the selling of goods or services.

### **Slide 4 – The use of technology**

Technology plays a huge role now and this will grow as technology evolves. New technology means that companies can offer customers better solutions and allow James to keep track of projects easily. COVID caused many companies to lockdown and staff relied on technology more than ever before, to help staff work from home, stay safe and continue to do their job efficiently.

**What technology have you used because of COVID?** Well we are using it now! Microsoft teams and zoom packages have allowed us to hold meetings from

anywhere in the world. We are able to meet with someone who is based in Sydney, Australia to discuss projects.

### **Slide 5 – Closing comments**

Work hard at school

Go to university and don't worry about the finance. You will pay off the debt once you are in employment.

Explore ALL avenues to include Apprenticeships, college and university.

Find your passion and do something you really enjoy.

Find something that makes you happy and turn it into your career.

### **RETURN TO NICKI FOR CLOSING COMMENTS**

**TASK 2** – Now you have listened to the Business presentation, **would you consider a career in this sector? If yes, please give examples and say why**

**TASK 3** – **Have you been inspired by anyone you have met today or anything you have discovered? If yes, please give examples and say why you have been inspired.**

**QUESTIONS AND ANSWERS** – If anyone has any questions, please ask your teachers. However, if the questions are specific to what you have seen or heard today, please contact me and I will gladly help [Nicki@mlw-ltd.com](mailto:Nicki@mlw-ltd.com)

**Thank you for listening to the presentations today. Good luck with the next chapter of your learning.**

### **Activity 1 – YouTube clips**

Here are 3 YouTube clips that you might find interesting and useful.

The first clip shows 4 young entrepreneurs who own very successful businesses. Henry is 15 and supports young people who are considering setting up a business. His book and resources sell in 60 different countries.

Akshay is 19 years old and is worth 12 million!! His business is an online estate agent and he had this idea when he was still at school.

Kate and Annie are sisters and sell horse supplements and horse food. Their customers include the Royal family.

They offer 5 top tips, to include – Always be yourself, be confident in what you are selling, learn from your mistakes word of mouth is the best type of marketing and don't give up!

<https://www.youtube.com/watch?v=AOGDNYWfjrE>

Akshay then goes on to explain his story.

<https://www.youtube.com/watch?v=4T1M3c5d8B8>

The third clip “What is an entrepreneur” is also very interesting

<https://www.youtube.com/watch?v=92ZmzD70sOU>

### **Activity 2 – Careers questionnaire**

Start asking people about their jobs, their journey and if they have any advice to offer.

You could carry out your own research and come up with a questionnaire to ask family, carers, friends, teachers about their careers and jobs. If you get time you could visit your local town with a teacher and conduct a survey. I'm sure you will be very surprised at the vast variety of jobs and opinions.

Questions to consider might include –

What do you do as a job? How long have you done this job? Did you always want to do this type of work? If not, what did you want to do? Why didn't you

do what you were interested in? If you could turn the clock back would you do your current job? Why? Why not?

What does your job involve? What social skills do you use in your job? Did you go to university or college? Did you do an apprenticeship? Do you use any technology? If so, what do you use? Has your job changed much since you started? If so, how? What do you get out of your job? (Job satisfaction, money, bonus, flexi hours etc) What advice can you offer me and my friend's when we are discussing careers?

Put your questions in a chart, analyse the results and present back to the rest of the group. What do the results show you? For example, do the results show you that most people follow their dreams? Wish they could turn the clock back, enjoy their job and what they get out of their job.

It will be an interesting activity!

### **Activity 3 – Role play activity.**

With your classroom teacher put together an interview panel with 3 people from your class. Ask 3 volunteers to attend a mock interview. Come up with 6 questions you want to ask (2 questions per interviewer).

You will be graded by you fellow classmates and one of you will be awarded the job based on your performance.

The role is for a Saturday job from 8.30 – 5pm in Sweet sensations which is a sweet shop located in your local town.

Questions you may want to consider asking include –

Why do you want to work for this company? What are your strengths? (Communication, teamwork, enjoy meeting new people). What are your weaknesses? (Not very good at adding up/math, using technology, a little shy). What are you 5- and 10-year goals? How would your friends describe you? If you were an animal which one would you be and why? What is the last book or interesting article you read? Why did you find it interesting?

The interview panel can decide whether they want to give the interviewee the questions before the interview, so they can plan, or put them on the spot.

The remainder of the group make notes and offer feedback. Was the interviewee confident, clearly spoken, and enthusiastic? **REMEMBER ALWAYS BE KIND AND CONSIDERATE WITH FEEDBACK \*\*\*\*\***