



Session 7

Local business mapping



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Session 7

Local business mapping

Objectives

- To help students gain a better understanding of potential job opportunities in their local area, the qualities that most employers seek and the skills required for the specific jobs available.

Please note that you may need extra time to complete all the exercises in this section.

Preparation

Equipment

- Laptop and projector (if you have a map of your local businesses on a PowerPoint slide)
- Flipchart
- String
- Scissors
- Post-it notes
- Markers and pens
- Flipchart papers from previous session
- Cameras

You should bring some visual examples of the range of businesses in your area, either on a flipchart or as a PowerPoint presentation.

You will also need to download and print out the following:

Local business mapping activity sheet

Session outline and resources

1. Review and reflection
2. Exercise: Who works at our school? (optional)



1. Review and reflection

Start with a recap of the previous session. Ask the group for three things they can remember from the previous session and capture what they say on a flipchart. This may generate some further discussion about employment and conversations from previous sessions.

Ask for volunteers to be timekeepers for the class.



2. Exercise: Who works at our school?

Ask students to think about who works at the school and write their responses on a flipchart.

Divide the students into groups and give each group a camera. Ask them to go around the school to find people who work there. Ask them to take a picture of everyone they find, checking first that the person is happy to have their photo taken.

When the students come back, download the pictures and show them to the whole group, asking them to say what job the people in the pictures do (e.g. receptionist, teacher, caretaker).

3. Exercise: String game
4. Exercise: Local business mapping
5. Discussion



3. Exercise: String game

Show the group a series of visual images of businesses in the local area. They may include pubs and restaurants, hotels, leisure or sports facilities, factories, shops and garages.

Ask the class to choose one of the businesses, e.g. a cake-baking company. Then ask one of the students to stand in the middle of the room with a ball of string to represent 'the business' (they could hold an image of the business to aid understanding). Get the rest of the group to stand around the person and think about how this business works and what kind of jobs it needs to run.



The conversation may lead to the following suggestions:

- Customer orders cake – someone suggests that we need a receptionist. 'The business' passes the string to the receptionist who cuts a piece off and passes the ball back. 'The business' and the receptionist are now holding one length of string between them and 'the business' has the ball of string in the other hand.

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- We now need some ingredients – ‘the business’ passes the ball of string to the store person, who repeats the same process as the receptionist.
- Now we need to bake – the string goes to the baker.
- We need people to keep the kitchen clean and tidy – the string goes to the catering assistants.
- We need to pack the cakes – the string goes to the dispatch staff.
- The cakes need to be delivered – the string goes to the delivery team.
- The customer needs to pay for the cake – the string goes to the finance staff.
- The staff need to be paid – the string goes to human resources staff.
- We need a manager to look after the business – the string goes to the chief executive.
- We need to promote the cakes – the string goes to designers and marketing staff who make flyers and adverts for the cakes.



4. Exercise: Local business mapping


Resource needed: Local business mapping activity sheet (or use a flipchart instead)
Ask the students to think of the biggest and most common businesses in their local area.

When you have a list, divide the class into smaller groups (four or five people) and get them to select one or two of the businesses from the list. Each group should have a different business. Give each group a sheet of flipchart paper.


Local Business Mapping

Name: _____

	Business name	Jobs available
1		
2		
3		
4		


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Next, ask the groups to think of the kinds of jobs needed in each business and write them down. After around 20-30 minutes, ask each group to stick their lists for each business on the wall.

Each group will talk about the jobs on their list. Ask the other groups if they have missed any jobs out.

Then ask the groups to think about the skills and qualities needed for each job and write them in two columns on a separate flipchart sheet. It may be helpful to explain in an easy to understand way the difference between skills (something you need to practise to learn, e.g. to tell the time, or use a bus) and qualities (something within a person, e.g. being calm, or being friendly).

You will end up with a list of qualities, which are likely to be common to most employers, and a list of skills, which will be more specific to each job.

If there is time, ask the students to write their name on post-its and stick them next to any of the jobs on the lists that they are interested in.

If none of their preferred jobs are on the lists, ask them to write the jobs they are interested in on post-it notes and stick them on a blank flipchart on the wall (labelled 'Jobs I am interested in').

Then ask them to look at the lists of skills and qualities and put their name beside any they think they possess.



5. Discussion

In a whole class setting, ask the students to think about the key qualities that every business looks for in an employee.

This will help them identify their own qualities and work on improving them to increase their chance of getting and keeping a job.

Typical descriptions include being:

- polite
- neat and tidy
- hygienic/clean
- honest and trustworthy
- helpful
- able to use your own initiative and think for yourself
- reliable and punctual
- responsible
- confident
- patient
- conscientious
- sensitive
- determined
- calm
- adaptable
- friendly

Local Business Mapping

Name: _____

	Business name	Jobs available
1		
2		
3		
4		



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