



# FUTUREGOALS

## Remote

# Extra Activity Guidance

Our way of living, learning and progressing has changed quite a lot recently. Now, more than ever, it's important to continue to develop key skills and expand learning. Communication skills are something that staff and students focus on daily at school – by not being at school, it's never been more important to keep developing these skills.

FutureGoals Remote challenges communication and planning skills, helping to prepare for future learning and career choices. Students will undertake activities that help to problem solve, become innovative and creative, and have a greater understanding of various career sectors.

## Resource 1: **Pitch It! - Ditch the Everyday**

This first resource focuses on communication skills, creativity and organisation.

# The Challenge:

## Step 1: Take a common product found in the home – choosing something that has a specific use.

To begin with, students should spend time thinking about common household products (they can be both exciting and mundane). They might want to make a list of items in their own home.

## Step 3: Think of an innovative way to promote this product.

**60 Seconds to Sell!** – The next phase of the challenge provides student with inspiration. Various links to current advertising campaigns have been provided, alongside a brief explanation of the ‘type’ of advert created, e.g. ‘tell a story’.

Useful language, persuasive methods and examples of famous brand slogans are also provided to help with the final step of the challenge.

## Step 2: Establish the benefits of your product.

**The Product Basics** - This element of the challenge requires students to select an item found in the home (preferably an item with a function, i.e. dishwasher, toaster, cleaning product, food item). They then need to fill out the **table** provided that covers the various functions and benefits of their chosen product.

## Step 4: Communicate your pitch to the consumer.

**Plan Your Video Pitch** – The challenge culminates in the creation of a video pitch that ‘sells’ the household item students previously selected. Students will need to decide upon the theme of their video and create a brief script before filming their pitch. Guidance and filming tips are provided at the end of the resource to help students capture their video.