

Career Pitch

The **BIG** Idea

- Which of the careers explored (by me or my team) best fits my interests and skills and why?

AGENDA

- Approx. 45 minutes
- I. Warm Up: Could This Be Your Career? (5 minutes)
 - II. Write Your Career Pitch (15 minutes)
 - III. Pitch Your Career (15 minutes)
 - IV. Wrap Up: My Career (10 minutes)

MATERIALS

- PORTFOLIO PAGES:**
 - Portfolio pages 6-9, Career Card, (2 per student), (from lesson 2)
 - Portfolio page 10, Career Pitch
 - Portfolio page 11, Career Reflection
 - Portfolio page 26, Grade 8 Skills Checklist (Careers Skills only)
- STUDENT HANDBOOK PAGES:**
 - Student Handbook page 31, Reflection: Career Pitches
- FACILITATOR PAGES:**
 - Facilitator Resource 1, DO NOW
 - Facilitator Resource 2, Career Pitch (Sample)
- Overhead projector or chart paper and markers
- Index cards (3 per student)

OBJECTIVES

During this lesson, the student(s) will:

- Choose their favorite career from the two they researched and summarize the most exciting aspects of that career in a career “pitch.”
- Pitch their career to three students.
- Select their top career choice – either their own or another student’s – and write a reflection about why it is the best choice for them.

OVERVIEW

In this lesson, students will choose their favorite career from the two they've researched and write a career "pitch" about it – describing what's exciting about the job, what kind of people would like this job, and the education required to pursue it. Then they'll pitch their career to a few of their peers. After each student has pitched his or her career to three students, group members will write one interesting fact they learned about each one. Then students will choose the career that's the best for them – either the one they pitched themselves, or one that another student pitched. Finally, they will write a career reflection about why the career they chose is best for them.

PREPARATION

- List the day's **BIG IDEA** and activities on the board.
- The following handouts need to be made into overhead transparencies or copied onto chart paper:
 - **Facilitator Resource 2, Career Pitch (Sample)**
 - **Portfolio page 11, Career Reflection**
 - **Student Handbook page 31, Reflection: Career Pitches**

IMPLEMENTATION OPTIONS

DO NOW:

*(You may choose to present the Warm Up activity as a written Do Now. Present the questions on the board or overhead, and have students write only their answers on index cards. You could also choose to give the students a handout by copying **Facilitator Resource 1, DO NOW.**)*

Directions: Read over the Sample Career Pitch for _____ (insert name of career used). Then answer the questions below.

Questions:

1. Does this career appeal to you? Why or why not?
2. What information is included in this Sample Career Pitch?

3. What resources could you use to complete a Career Pitch for one of the careers you researched?

[Then call on students to read their answers and then discuss the first **SAY SOMETHING LIKE** from the **Warm Up**.]

For **Activity III, Pitch Your Career**, you can have students pitch their careers to the whole class. The students who are watching can write down a fact they learned about each presentation.

ACTIVITY STEPS

I. Warm Up: Could This Be Your Career? (5 minutes)

1. **SAY SOMETHING LIKE:** Hi, everyone. Welcome to the fifth and final week in our careers unit. In the last three weeks, you've been researching and thinking about the two careers you selected. This week, you're going to choose your favorite career from these two and "pitch" that career to a group of three or four other students. In this pitch, you're sharing with other students why the career is such a great choice. In a sense, you are trying to persuade them to pursue your career. You will get a chance to think about the careers pitched by your fellow classmates, and figure out if one of these new careers could fit your interests and skills. At the end of class, you will choose the career that is the best fit for you. It can be the one you pitched yourself, or you can select a career pitched by another person in your group. Finally, you'll write a reflection about why that career is the best choice for you.
2. **SAY SOMETHING LIKE:** How do you "pitch" a career? Let's take a look at an example. Say I've chosen Flight Attendant as my favorite career, and I want other students to see why it's such an exciting job – and maybe even consider it for themselves. [Put the **Facilitator Resource 2, Career Pitch (Sample)** on an overhead projector. Give students a minute or two to read through it.]
3. **SAY SOMETHING LIKE:** Does this career appeal to you? Why or why not?

II. Write Your Career Pitch (15 minutes)

1. **SAY SOMETHING LIKE:** The pitch you write today will look a lot like the example I showed you for flight attendant. If you turn to your **Portfolio page 10, Career Pitch** you'll see the form you'll use for your pitch. [Keep the transparency of the **Facilitator Resource 2, Career Pitch (Sample)** on the overhead projector. This follows the Student Handbook page.] To write your pitch, you're going to use the information from the **Career Card** you've completed over the past few weeks.
2. **SAY SOMETHING LIKE:** Let's walk through this form together. Let's start at the top, "If you enjoy..." This is where you'll list the most exciting things about the career. Again, take a look at the **Career Card** for some ideas. What sections from your **Career Card** could you use for this first part? [Allow students to respond.] Exactly, you could list things from the **What They Do**, or **Working Conditions**. For flight attendant, I used some of the exciting tasks from the career's **What They Do**.

3. **SAY SOMETHING LIKE:** In the next section, “**If you don’t mind...**” you’ll list two things that might be negative about this career. For example, when I researched the working conditions for flight attendant, I learned that they work long hours, spend a lot of time on their feet, and have to be away from home a lot. I thought those were difficult things about being a flight attendant, so I listed them here. Why do you think its important to include the negative aspects of your career? [Allow students to respond.]
4. **SAY SOMETHING LIKE:** In the next section, “**If you are...**” you’ll list a characteristic of someone who might like this career. To complete this section, you will have to make some inferences about the qualities of a person who you think would enjoy and fit this career. The characteristics I associate with flight attendants are adventure and helping people, so I listed those here. But I also learned, from **Working Conditions**, that flight attendants have to be prepared to deal with different emergencies, and I thought that was another important characteristic.
5. **SAY SOMETHING LIKE:** Next, you’re going to list the name of the career. (“Then consider a career as a...”) And in the last section (“To prepare for this career...”), you’ll look at the education and training you described on the **Career Card**. For example, flight attendants must have a high school degree, but companies prefer a college degree. I also learned that there’s a training program for flight attendants.
6. **SAY SOMETHING LIKE:** As you can see, you’re really using the information you’ve already researched in the **Career Card** to complete your **Career Pitch**. Now your goal is to turn this information into a persuasive pitch that will make everyone else in this class want to pursue that career. Before you begin, do you have any questions?
7. [Give students 8 minutes to complete their Career Pitch.]

III. Pitch Your Career (15 minutes)

1. [Divide the class into groups of four or five. Display **Student Handbook page 31, Reflection: Career Pitches** using an overhead projector or chart paper and instruct students to turn to this page in their handbook. Explain that each student will have two minutes to pitch his or her career to their group. They can use their **Career Pitch** form, but also have them share the **Career Card** for that career. After each student has pitched their career to their group, the other members must write down something they learned from that person’s pitch on **Student Handbook page 31, Reflection: Career Pitches**. This can be something they found interesting, surprising, or just a general fact they remembered.]

2. [Give students about 10 minutes for their career pitches. Ask them to wrap up their pitches and bring them back as a whole class. Then lead a class discussion using the questions below. You may wish to write these questions on chart paper to ease the facilitation of this discussion.

Debriefing Questions:

- a. What were some careers you heard about today that you hadn't thought about before?
- b. Were there tasks or responsibilities of a job that you could not see yourself doing? Why?
- c. Was there a career(s) that you think you could enjoy? Why?
- d. Why is it important to identify careers that best fit your interests and skills?

[After the discussion, give them one minute to choose their final career — the career they feel is the best fit for them. They may keep the career they've chosen, or choose one pitched by someone else.]

IV. Wrap Up: My Career (10 minutes)

1. **SAY SOMETHING LIKE:** I hope you all learned a lot about the careers presented by your group, and are excited about the final career you chose. In the remaining time, I'd like you to explain why you selected that career. Please turn to your **Portfolio page 11, Career Reflection**. As you see, this page asks you to think about the different aspects of the career you've researched over the past three weeks: **What They Do, Working Conditions, and Education**.
2. **SAY SOMETHING LIKE:** You have the remaining class time to complete this reflection. Before you begin, I'd like to congratulate you all on your work in this unit. I hope you all come away from this unit with some new ideas about possible careers, and how to choose them.

SKILLS CHECKLIST

Direct students' attention to **Portfolio page 26, Grade 8 Skills Checklist**. Have students complete the skills checklist questions for Careers.

Careers**I can ...**

Identify careers that match my interests.	<input type="checkbox"/> not at all	<input type="checkbox"/> somewhat	<input type="checkbox"/> very well
Use CFWV.com to do independent research.	<input type="checkbox"/> not at all	<input type="checkbox"/> somewhat	<input type="checkbox"/> very well
Evaluate careers based on daily activities.	<input type="checkbox"/> not at all	<input type="checkbox"/> somewhat	<input type="checkbox"/> very well
Identify the education needed for my chosen career.	<input type="checkbox"/> not at all	<input type="checkbox"/> somewhat	<input type="checkbox"/> very well
Figure out whether a career is a good fit for me.	<input type="checkbox"/> not at all	<input type="checkbox"/> somewhat	<input type="checkbox"/> very well

DO NOW

Careers 5: Career Pitch

Directions: You will have three minutes to read the questions and write your answers.

Questions:

1. Does this career appeal to you? Why or Why not?

2. What information is included in this Sample Career Pitch?

3. What resources could you use to complete a Career Pitch for one of the careers you researched?

Career Pitch (Sample)

Select your favorite career from the three you researched. Use the **Career Card** for that career to complete the pitch below.

If you enjoy...

List at least three exciting or positive things about this career.

- Traveling to new places
- Working with many different kinds of people
- Flying in airplanes

If you don't mind...

List two possible negative things about this career.

- Working long hours on your feet
- Being away from home a lot

If you are someone who...

List two characteristics or values of someone you think would fit this career.

- Loves an adventure and helping people
- Can stay calm and take charge in an emergency

Then consider a career as a...

Write the career below.

- Flight Attendant

To prepare for this career, it takes...

Describe the education and training required for this career.

- At least a high school degree, but a college degree is preferred
- Flight attendant training to learn how to handle many situations and emergencies

Reflection: Career Pitches

Directions: Complete the Career Pitch Reflection for each career presented to you.

CAREER PITCH 1

Name of Student: _____

Name of Career: _____

Explain at least one fact you learned from this Career Pitch. This can be something interesting, surprising, or just something you remembered hearing.

- _____

- _____

CAREER PITCH 2

Name of Student: _____

Name of Career: _____

Explain at least one fact you learned from this Career Pitch. This can be something interesting, surprising, or just something you remembered hearing.

- _____

- _____

CAREER PITCH 3

Name of Student: _____

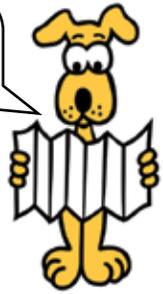
Name of Career: _____

Explain at least one fact you learned from this Career Pitch. This can be something interesting, surprising, or just something you remembered hearing.

- _____

- _____

Is this a good career for someone you know? Tell them about the good, the bad, and the in-between.



Career Pitch: _____ (name of career)

Select your favorite career from the three you researched. Use the career card for that career to complete the pitch below.

If you enjoy....

List at least three exciting or positive things about this career.

- _____
- _____
- _____

If you don't mind...

List two possible negative things about this career.

- _____
- _____

If you are someone who...

List two characteristics or values of someone you think would fit this career.

- _____
- _____

Then consider a career as a...

Write the career below.

_____ !

To prepare for this career, it takes...

Describe the education and training required for this career.

Which career is for you?
Explain why.



Career Reflection

Listen carefully to each career pitch from students in your group. When you've heard all the pitches, choose the career that you think is the best fit for you and explain your answer below.

Top Career Choice: _____

I chose this career because (check all that apply)

- I like the day-to-day responsibilities. (Explain)

- The working conditions are a good match for my personality. (Explain)

- I am willing to complete the education needed for this career. (Explain the necessary education for this career and why you are willing to complete it.)

One obstacle that might prevent me from pursuing this career is....

One thing I can do to overcome this obstacle is....
