

# CAREER COUNSELLING



# PRACTICAL APPROACH

## Lesson Plan

### 30 Seconds

<b>Level, age of the students:</b>	14 – 18
<b>Subject:</b>	Any Subject
<b>Subjects involved:</b>	All Subjects
<b>Aims:</b>	Students will understand the importance of being succinct and be able to share a marketing profile that highlights their strengths to an employer in a professional manner.
<b>Suggested # of students per group:</b>	10 - 15
<b>Time of the main activity:</b>	15 minutes
<b>Material:</b>	1. Timer – Google “online stopwatch” to find a stopwatch you can project on a large screen, if possible 2. Writing utensils 3. How to create 30 Seconds elevator pitch video 3. “Interviewing and The Power of 30” Worksheet
<b>Competences:</b>	Teamwork, Working in Diverse Environments, Interpersonal, Communication, Problem Solving, Flexibility & Adaptability
<b>Preparatory actions if any:</b>	-
<b>Expected results:</b>	Students will learn how it is working in a diverse group
<b>Expected difficulties:</b>	Some students may not be interested in the topic
<b>Follow up if any:</b>	-



# CAREER COUNSELLING



# PRACTICAL APPROACH

TIME	PROCEDURE (T: TEACHER; SS: STUDENTS; O: OTHER)	METHOD
3'	<p><b>I. PREPARATORY ACTION</b></p> <p><b>Objective:</b> Draw the attention of the students to the topic</p> <p>Students will estimate how long they think 30 seconds lasts. Students will close their eyes and once they believe the 30 seconds has passed they will raise their hands, but will keep their eyes closed. The teacher should start a timer and keep track of approximately when hands are raised. When 30 seconds have passed, students should be told to open their eyes.</p> <p>Debrief the results of the experiment.</p>	<p>Question&amp;Answer</p> <p>Experimental Learning</p>
10'	<ul style="list-style-type: none"> <li>● <b>IMPORTANCE OF 30 SECONDS</b></li> </ul> <p>Teacher briefly discusses how long students believe the average person's attention span to be. Explain that the average attention span is only about 30 seconds</p> <p>Teacher explains that People looking for a job are often asked to summarize their experience and interests in a short speech. Sometimes this is called an "elevator speech" or "30-second commercial" because it is the short time recruiters or other hiring managers allow applicants to "sell" themselves before their attention is distracted or disinterest occurs.</p> <p>Teacher introduces the idea of sharing their skills with a How to create 30 Seconds elevator pitch video:  <a href="https://www.youtube.com/watch?v=Et10P4sHblA">https://www.youtube.com/watch?v=Et10P4sHblA</a>                      Students watch the video</p>	<p>Group work</p> <p>Reflection</p> <p>Individual Work</p>



# CAREER COUNSELLING



# PRACTICAL APPROACH

	<p>Then Students should complete the 30-second commercial by answering these issues in the worksheet</p> <p><a href="#">Worksheet - The Power of 30</a></p> <ul style="list-style-type: none"> <li>• Who are you and who do you help?</li> <li>• Why are you passionate about what you do?</li> <li>• What makes you unique?</li> <li>• How does the current opportunity relate to your goals and aspiration?</li> </ul> <p>They write their answers in the commercial and get prepared to deliver it in 30 seconds.</p> <p>When students are ready they are invited to stand up and share their 30-second commercial with the class while being timed. This is especially effective when a visible 30-second timer is running behind them.</p>	
<b>TIME</b>	<b>PROCEDURE (T: TEACHER; SS: STUDENTS)</b>	<b>METHOD</b>
2'	<p><b>II. CLOSING ACTIVITY</b></p> <p>Students should offer encouraging feedback as well as suggestions for improvement as each student finishes their commercial.</p>	Group Work



# CAREER COUNSELLING



# PRACTICAL APPROACH

“The European Commission’s support for the production does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein”



Co-funded by  
the European Union

The material is licensed under a Creative Commons Attribution 4.0 International. The content of the license is available on the website <https://creativecommons.org/licenses/by/4.0/>