

Module 1: Teacher Guide

Aim: This module should demonstrate to students the variety of large businesses based in the North East and the opportunities the region has to offer. It also looks at the different skills required for different jobs and careers.

Lesson

Logo Quiz:

Ask students to write down numbers 1-10 and name the following companies from their logos.

Answers:

- **Virgin Money:** Financial Service Group
- **Barbour:** Luxury Fashion Brand
- **Arriva:** Transport Company
- **Hays Travel:** Travel Agency
- **Grainger Games:** Video Games Retailer
- **Quorn:** Produce meat substitute
- **Berghaus:** Outdoor Clothing Manufacturer
- **Greggs:** UK's largest baking chain
- **Barker & Stonehouse:** Furniture Manufacturer
- **Nissan:** Car Manufacturer

These companies bring a lot of job opportunities to the region, with work in areas such as production, research, purchasing, marketing, accounting, retail etc.

Activity 1: Regional Jobs

The North East is a geographically diverse region with cities, countryside, coast, towns and villages. Student to consider jobs that could be based in the following areas:

- **Countryside:** E.g. Agriculture, Wildlife Conservation etc.
- **Coast:** E.g. Tourism, Marine Research/Engineering etc.
- **City:** E.g. Media (TV, Radio etc.), finance, design etc.
- **Town:** E.g. Retail, hospitality, council, working for local businesses etc.
- **Village:** E.g. Retail, hospitality, working for local businesses etc.

There will be overlap, but encourage students to think of jobs that might be specialised to each area.

In discussion, highlight the benefits of living in such a diverse region:

E.g. A large variety of jobs and opportunities, everything you need close by etc.

So why work in the North East?

- Lower cost of living, renting and house prices
- Your money will go further

Why Work in the North East?

Activity 2: Essential Skills

Different jobs require different skills. In groups, students should think about what skills and attributes are needed for each of the following jobs:

- **Police Officer:**
Good communication, empathy, adaptability, conflict resolution, assertiveness etc.
- **Pharmacist:**
Strong in science & maths, customer service skills, attention to detail, organisation etc.
- **Care Assistant:**
Friendly, patient, caring, respectful, problem-solving, good listener etc.
- **Nurse:**
Empathy, adaptability, attention to detail, communication, caring etc.
- **Firefighter:**
Work as part of team, problem-solving, physical fitness, decisiveness, quick reactions etc.
- **Bus Driver:**
Communication & customer service, good driving skills & sense of direction, reliable
- **Builder:**
Physical fitness & strength, good organisation, logical thinking, work as part of team
- **Call Centre Worker:**
Good communication & customer service, calm under pressure, flexibility, attention to detail etc.
- **Refuse Collector:**
Physical fitness & stamina, hardworking attitude, work quickly and efficiently etc.
- **Retail Worker:**
Excellent customer service, communication, attention to detail, persuasive etc.

The Buzz Test

Students should complete the buzz test to find their personality type and what careers could suit their personality.

Optional task:

Students to research one of the suggested careers from their Buzz Test results.