



Sandwell Academy



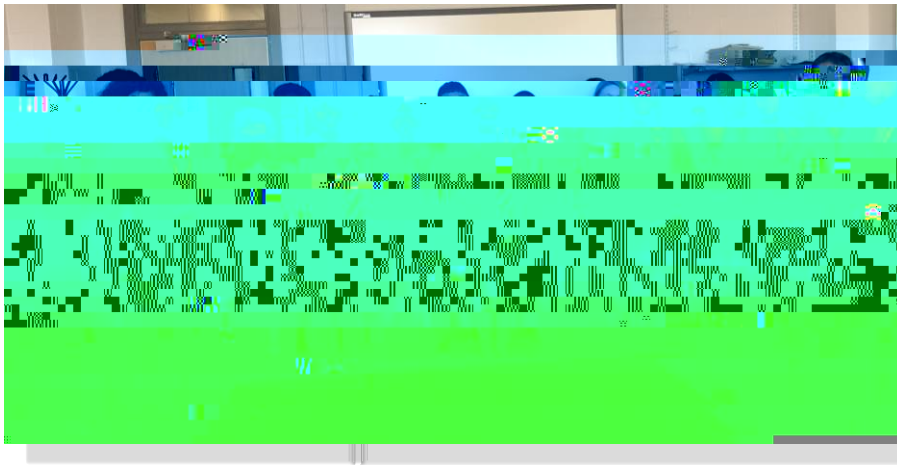
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Circulated to over 300 businesses across the region

The Spring Term was busy with visits from employers to the Academy providing a range of activities to students, including an insight to their careers journey, presentations on a variety of sectors and career pathways and workshops. All of which helped to provide the students with a real view

Year 7 Business students took part in a Dragons' Den Activity with some local employers. The students had to prepare a marketing pitch for a new chocolate bar and present it to the "Dragons". The students researched things such as price, gaps in the market and sustaining the environment. They then designed their PowerPoint presentation based on what they had researched. The students presented to groups of two to three employers and then answered questions about their product.

The students did amazingly well, having undertaken some excellent research and then confidently presenting to people they did not know. The employers involved were so impressed and could not believe the students were only in Year 7. The students learned many skills by doing this activity including research, presenting and looking at marketing and branding, which helps them in their Business lessons.



Michel Doolin from Clover HR, who was one of the "Dragons", said:
"Clover HR is delighted to participate in a wide and interesting programme of career awareness sessions at Sandwell Academy. We have always found the Academy brimming with a rich vein of bright, talented and engaging students hungry to understand more about the world of work. The investment of our time is more than recouped in seeing confidence grow around the wealth of possibilities and opportunities that students can now access".