



Facilitator's Guide

Module 4: Employer Research

Delivered by



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Follow this guide to facilitate delivery of this module with young people.

Ensure students / groups have internet access to complete research.

The 'Student Resource' can be printed and completed by hand or may be downloaded and completed on the Word document. If completing on the Word document, students can highlight their selection where it asks for an answer to be circled or ticked.

Introduction (10 minutes)

Begin by ensuring students understand that a “sector” describes the collection of companies and organisations connected with producing a particular product or service, such as retail or hospitality. Encourage student discussion around the introductory content (in student resource), initially focusing on the importance of researching employers. Highlight that research is usually the first step and a necessary part of any job search and could be the most important step in finding the right work experience fit.

Activity 1 (5-20 minutes)

This activity is designed to help students consider the range of reasons people have for going to work. It is suggested that students work in small groups for this activity and use the space on the resource to write down as many reasons as they can think of for why people go to work. Each group can then share their answers with the class and students can add to their list.

Activity 2 (60-180 minutes)

It is suggested that students can work individually on this activity. Students use the internet to research different sectors that they could gain work experience at and record their findings in the spaces provided. The sectors given in this activity are 2 sectors that are accessible to learners with additional needs and 4 of the areas of strategic importance in the North East as the job markets in these sectors are ever growing. It is important to highlight in this activity that all sectors have jobs that range in their skill levels and therefore employ different people.

Activity 3 (40-90 minutes)

Begin by highlighting that key skills are needed for the workplace. Explain that employers list the skills they are looking for in an employee on their job advert but that these can be phrased in a variety of ways.

Explain that it is important to find the right fit when it comes to a future job or work experience placement. A good place to start is finding a job that aligns to your skills.

It is suggested that students can work individually or in small groups for this activity. There are 4 job adverts to select from. Students review a minimum of two adverts then complete the two text boxes and the table.

Activity 4 (20-60 minutes)

It is suggested that students can work individually on this activity. Students use the internet to find an advert for a job they would like to do then complete each section.

Activity 5 (5-15 minutes)

Students work individually on this activity to reflect on what they have learnt. The same questions are asked at the end of each module and are designed to help learners identify which key areas of learning this module has helped them with.