



Ten quick ideas for active use of icould.com

1. Look at icould.com before the lesson and choose 10 videos. Display these 10 job titles in the class and hold a vote on which two to watch. Students watch these two video and then produce an agreed list of interview questions to use with 'real' people they know. These interviews can be recorded on paper, audio media or video and shared in a lesson.
2. Take the Buzz Test (icould.com/buzz) to find out 'What kind of animal are you?' Then ask students to reflect on the results in pairs, asking them questions such as: Does this reflect your personality? Do you think the suggested types of job might suit your personality?
3. Don't just use the icould videos in careers or PSHE education lessons. Tell other subject teachers about the videos. Use the 'By Job Type' tab to find subject related career stories. Also the videos can be shown in assemblies or off-timetable careers events or even during parents' evenings.
4. Link icould videos to work experience preparation. Students could look for job areas of interest or you could use one or two videos that stress the importance of work experience as a lesson starter. Type 'Work experience' into the advanced search open box and some relevant ones will come up!
5. Use the 'Life Themes' tab to find videos that illustrate certain career related learning themes and encourage class debate e.g. discrimination, career change, stress, changing plans, apprenticeships, gap year or disability.
6. Students work in random pairs to use icould.com and have 15 minutes to find at least two jobs that they would both like or consider doing. They have to agree! Each pair then joins another pair to explain their choice.
7. Ask students to watch three videos (in pairs or in their own time) and then make a list of all the things that these people said they loved about their jobs. Report back to the whole class and then each student lists the top five things that would make her/him enjoy a job. Posters could be made to illustrate the major 'likes'. This technique could be used for other aspects of the videos e.g. the skills people use.
8. In small groups ask students to brainstorm as many jobs as they can in a particular occupational group (See the 'By Job Type' tab) e.g. 'Animal care' or 'Fashion'. Then in groups, students see how many of these they can find on icould.com. You could turn this into a competition.
9. Show an icould video to the whole class (use the search facility before hand to choose one that is likely to be popular, try Davina McCall, Trevor Nelson or Gabby Logan for starters). Then ask students to work in pairs to brainstorm other jobs that this person would come into contact with. Encourage students to think creatively about this and then, if possible, students can work at a computer in pairs to see if they can find and watch one of these jobs.
10. Use the icould videos to illustrate equality and diversity by searching for people working in non traditional roles e.g. male and early years or female and engineer. Show one to two of these videos to the whole class and then pose some discussion questions such as: 'Why did the person want to do this kind of job?'; 'What skills does s/he use?'; 'Does she have any problems?'; 'What does s/he love about the job?'. Look for female stunt women or male nurse as an example.

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for Careers Education and
Guidance (ACEG).

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