

create *Your* future

Careers with Yorkshire Dales National Park Authority

Student resource sheets



Edge Future
Learning



Resource sheet 1 – What is my starting point?

Learning outcomes

- To consider students individual career aspirations
- To explore students' career choices, challenges and opportunities
- To consider what actions they may need to take to achieve their career goal.

Career Choices

You have probably started to think about what you want to do once you have left school. These lessons are designed to help you to think about your choices to help you make informed decisions about your options.

To start this process you will need to think about;

- Your own starting point – where you are now. What are your career aspirations?
- What do you need to do to achieve your career goal?
- What are the stepping stones to success?

Throughout this project you are going to be given the opportunity to start to think more deeply about the world of work. You will investigate the type of jobs and careers which are available in a local organisation and to consider how people can progress and grow their careers in that organisation.

Before you can do this you need to think about your own starting point and your career aspirations. These will be influenced by your skills, interests and values as well as your academic and extra-curricula achievements.

If you are unsure what career you are interested in it might help to start off by completing this quiz <https://www.pearson.com/uk/learners/secondary-students-and-parents/career-choices.html>



Resource sheet 1 - What is my starting point?

Activities

1. What career would you like to have?
 - What are your top choices of career?
 - Why do these careers interest you?
2. Next investigate what you know about your career choice(s) i.e.
 - What skills do you need?
 - What qualifications do you need to achieve in order to enter that career?
 - What attracts you to this career choice? Why?
3. Use the internet to explore your career choice(s) in more detail. List 3 new things you have found out about your career choice during your investigation.
4. Share your career choices and ideas with a partner. Discuss what you have found out. What are the opportunities and challenges in achieving your career goal?
5. From your investigation identify any actions which you need to undertake to achieve your career goal.
6. Complete the diagram below. Think about your starting point and what you need to do to achieve your career goal and annotate the arrow.

My starting point.
Where I am now.

What do I want to be?



**What do I need to do to achieve
my career goal?**

7. Is there anything else you need to do to find out about your chosen career? How will you find out what you need to do to achieve your aspirations? List what you need to know and what you have found out below:

List what you need to find out about your top chosen career	Write here what you found out e.g. skills you need for the career choice

Learning outcomes

- To carry out a SWOT analysis to identify strengths, weaknesses, opportunities and threats
- To consider the outcome, to think about if the findings have any impact on students' choices and goals.

SWOT analysis

Businesses often use a SWOT analysis to help them make decisions. Today you are going to conduct a SWOT analysis on yourself - this is to help you to start to think about the skills, strengths and attributes you have that will be useful in your chosen career. It will also give you the opportunity to identify any possible areas for development or things you need to work upon.

Tasks

1. Use the SWOT analysis diagram to do a SWOT analysis of yourself
 - S = Strengths – List all your positive features and skills. The things you are good at.
 - W = Weaknesses – List all the areas which you think you need to develop or work on
 - O = Opportunities – What career opportunities are there? What is there that could help you make the most of those opportunities? Can anyone help you?
 - T = Threats – What are the challenges you might face and are there any difficulties you will have to overcome to achieve your career goal?
2. Is the SWOT analysis useful? Does it help you to identify what you can do to do improve your chances of achieving your goal? Is there anything that you have put on the analysis that surprises you? Is there anything that you wouldn't have thought of if you hadn't done this?
3. Discuss with a partner or in a small group what you have discovered about yourself from conducting the SWOT analysis. Talk about the implications for your career choice and goal aspirations.

Resource sheet 2 – Pupil SWOT analysis

Strengths – the things you are good at

Weaknesses – the things you need to work on and develop

Opportunities – what career opportunities are available to you?

Threats – or challenges

4. For each weakness and threat (challenge) on your SWOT analysis, try and come up with a solution to the problem and write it in the table below.

Possible weakness or threat	Possible solution

Resource sheet 3 – Planning the National Park Authority directorate investigation

Learning outcomes

- To reflect on the project remit
- To find out what the students already know about the National Park Authority
- To action plan – who is going to do what? When by to achieve the projects aims?

Background

You are going to investigate jobs in the Yorkshire Dales National Park Authority. This will help you to understand the range of different roles that a medium sized organisation needs to support its activities. You will find out which skills and attributes employers look for and value in their employees and the qualifications they look for.

This can be done individually or as a small team.

The investigation remit

You are going to undertake an investigation into one of the National Park Authority's directorates. You will create a presentation about your investigation and findings which you will present to your peers.

You will investigate one of the 3 directorates

- Conservation and Community directorate
- Corporate Services directorate
- Park Services directorate

You need to answer the following key questions through your investigation:

- What is the purpose of the National Park Authority i.e. what does it do?
- Outline the careers which are available across the directorate. Include the 'hidden jobs' as well as the obvious ones.
- Explain why the National Park Authority is a 'top place to work'.
- What is it like to work at the National Park Authority i.e. what is the work culture?

Soft Skills

By doing the investigation and the presentation you will be using what employers and businesses call 'soft skills'. These are the skills which businesses look for in their employees alongside their qualifications; soft skills include presentation skills, teamwork, communication, problem solving, attitude and application.

Tasks

1. Think about the National Park Authority directorate you have been given. What do you already know about the organisation? Start to fill in the diagram overleaf;

Resource sheet 3 – Planning the National Park Authority directorate investigation



2. Re-read the section 'The investigation'. Underline all the keywords, and identify the things you are being asked to investigate about the National Park Authority.
3. List in your own words what you are being asked to do. Discuss the task with your partner / group make sure you are all clear on the task – if you are not sure ask your tutor to clarify.
4. Now start to think about how you will approach the investigation and project tasks.
Think about:
 - What do you already know about the Yorkshire Dales National Park and National Park Authority?
 - What are the gaps? What do you need to find out to complete the project?
 - Where will you find this information?
5. You also need to think about who is going to do what in the group and think about what type of presentation you will give at the end of the project.
 - What are the strengths of the group?
 - What are the gaps – what skills will you need to develop to complete the project?
 - What will make your presentation stand out and be different?
6. Complete the action plan.
 - Start to think about what needs to be done, and who will do what?
 - You need to think about the amount of time you are being given to complete the project, and plan accordingly.
 - Think about who the audience will be for your presentation.
 - Remember action plans are used by business to help them think about what needs to be done and when. These can change and develop as the project evolves but they are a good reference point to keep you on track.

Resource sheet 3 – Planning the National Park Authority directorate investigation

Action Plan

Name of team.....

Team member(s).....

Name of National Park Authority directorate being investigated
.....

Resource sheet 4 – Key facts about the National Park Authority

Learning outcomes

- To revisit the project remit
- To use the template as a starting point to investigate the employer / business.

Key facts about the employer – top tips for success

You need to make sure your investigation focuses on the task you have been set, and addresses the questions you have been given. Start this lesson by revisiting your last task, re-read the investigation remit.

The investigation remit

You have been asked to undertake an investigation into one of the National Park Authority's directorates. You will create a presentation about your investigation and findings which you will present to your peers.

You will investigate **one** of the 3 directorates

- Conservation and Community directorate
- Corporate Services directorate
- Park Services directorate.

You need to answer the following key questions through your investigation

In a group your task is to create a presentation about the National Park Authority directorate you have been allocated. The investigation will form the basis for your presentation which you will present to your peers. You need to cover:

- What is the difference between the Yorkshire Dales National Park and the Yorkshire Dales National Park Authority?
- Where are the Yorkshire Dales National Park and National Park Authority located?
- What does the National Park Authority do? What is the organisation's purpose?
- Outline the careers available at the National Park Authority: the 'hidden' and the obvious jobs
- Give a detailed overview of the careers and job roles in the directorate you have investigated. What do they do? Why are they important?
- Give a detailed example of at least one job role in the directorate you are investigating. To get you started: What skills and attributes would you need to be successful in the job role?
- Present the five most interesting facts you have found out about the National Park Authority and the directorate you are investigating.

Activities

1. The table overleaf can be used as a prompt to help you find out and investigate key facts and information about the National Park Authority.
2. Remember you will need to check the facts you include in your investigation, you can use the resource sheet and/or internet to help you with this. It is important that what you present is accurate, relevant and up to date. A good place to start is to look at the National Park Authority website to find key facts and an insight into the business.

A note of caution – when using the internet as a source of information make sure you use the correct business logo and branding for the business / employer. Don't just rely on google images! Check your facts and figures and make sure that you are getting them from a reliable source of information.

Resource sheet 4 – Key facts about the National Park Authority

Yorkshire Dales National Park Authority and directorate

Key questions	
<ul style="list-style-type: none"> What is the difference between the National Park and the National Park Authority? What are the National Park Authority aims and objectives? 	
<ul style="list-style-type: none"> Where is the National Park and National Park Authority located? Does it have more than one site? Where are their headquarters? How many employees are there? Find out what a CEO is? Who is the CEO of the National Park Authority? 	
<ul style="list-style-type: none"> What is the purpose of the National Park Authority? What products and services do they provide or sell? 	
<ul style="list-style-type: none"> How is the business organised? Many businesses have an organisation chart to show all the different areas What job roles are there in the directorate you are investigating? How does the directorate fit within the wider organisation? 	
<ul style="list-style-type: none"> What types of jobs are there in your directorate? Give examples of the types of careers and opportunities there are? 	
<ul style="list-style-type: none"> What are the 'hidden jobs' in the business? What do they do? 	
<ul style="list-style-type: none"> What does the National Park Authority want to be known for? For example some businesses have ethical or environmental objectives and alongside this want to for example be the best provider of.... Or known for excellent customer service etc. 	
<ul style="list-style-type: none"> What is it like to work for the National Park Authority? Outline the key reasons why people work for the business. What are the benefits and opportunities? 	
<ul style="list-style-type: none"> List here any other key questions you would like to find out the answer too 	

Learning outcomes

- To understand what business objectives and culture are
- To explore some examples of business mission statements and culture
- To investigate the business/ employer purpose, objectives and culture.

Background business objectives and culture

All businesses have objectives and goals. They describe what the organisation wants to achieve and how the business will fulfil its broader vision. Objectives can be financial, for example, making a profit, or they may be non-financial, such as personal satisfaction or doing good within the community or the wider world.

Businesses often come up with a 'mission statement' to help explain the businesses objectives and business purpose. Mission statements are important because they help customers understand the business. The best mission statements are short (up to a maximum of 15 words), clear and don't use jargon.

Businesses often talk about their culture. The business culture sets out how things are done in the organisation, for example how people are expected to behave and conduct themselves. If you want to define culture further it is the shared values, practices and beliefs of the company's employees. It what makes the business a great place to work. Or alternatively if the culture is not right and employees are unhappy it is the thing which may affect the business and the employees' motivation and commitment to achieving the businesses objectives.

Tasks

1. Which of these mission statements do you think is the best? Why?
 - Nike <http://nikeinc.com/pages/about-nike-inc>
 - Ben and Jerry's Ice cream <http://www.benjerry.com/activism/mission-statement>
 - Virgin Atlantic <http://www.virgin-atlantic.com/gb/en/footer/about-us.html>
2. Can you find the mission statement, aims and objectives for the business you are investigating?
Does it help with your project?
3. The links below give some examples of different business cultures;
 - 10 Companies which have a great culture <https://www.entrepreneur.com/article/249174>
 - Times 100 best companies to work for <http://appointments.thesundaytimes.co.uk/article/best100companies/>
4. What can you find out about the ethos and culture of the National Park Authority? To do this it might help to explore what it is like to work there. You might find clues on the internet and in the short films of people talking about their jobs in the National Park Authority.

Learning outcomes

- To focus on the presentation, the key messages and best way to present the information
- What makes a good presentation and some of the pitfalls of presenting.

The presentation

One of the key aims of the project is to give you the opportunity to develop your soft skills which are the things employers look for in an employee alongside their qualifications. Working in a team and presenting your findings will help you to develop some of those soft skills.

Firstly...

How much time have you got for your presentation?

What are the key messages you want to get across?

How you present your findings is important, but don't forget that you need to make sure your presentation answers the projects remit:

An investigation into one of the 3 National Park Authority directorates

- Conservation and Community directorate
- Corporate Services directorate
- Park Services directorate

You need to answer the following key questions in your presentation

- What is the purpose of the National Park Authority i.e. what does it do?
- Outline the careers which are available in the directorate you have been studying. Include the 'hidden jobs' as well as the obvious ones.
- Explain why the National Park Authority is a 'top place to work'.
- What is it like to work at the National Park Authority ?

Presentation and communication

How you present your findings is important; first impressions count! You need to choose an effective format and everyone in your group should be clear about their roles during the presentation.

Tops tips

- Stick to the time limit you are given – do not go over it.
- Speak clearly and don't rush. Be creative; think about how you are going to present the information. What will make you stand out? Is it appropriate for your audience?
- If you use notes, make sure you don't just read from a page. Use them as prompts to help you remember what you want to say.
- If you use PowerPoint don't use too many slides and only use images that help to tell your story. Avoid using too many words on each slide.
- Are there any props you can use to support your ideas and the message you are trying to get across?
- Practise and plan what, and who is going to say what and when.
- Put yourself in the position of the employers. Have you done your research, is what you are presenting accurate?
- Remember to have fun and enjoy the opportunity!

Learning outcomes

- To reflect on the project and revisit SWOT analysis
- To consider if the project has any impact on the student and their learning, and to reflect on the project and if outcomes have been achieved.

Most businesses go through an evaluation process at the end of a project to make sure that they remember what went well and don't repeat anything that didn't work. Now that you have finished your project you can evaluate your work and see if it has an impact on the careers you might follow.

Tasks

1. Conduct another SWOT analysis of yourself.
 - Strengths – List all your positive features and your skills
 - Weaknesses – List all the areas which you think you need to develop or work on
 - Opportunities – What are the career opportunities available to you?
 - Threats – What could get in the way of you achieving your chosen career?

Strengths – the things you are good at

Weaknesses – the things you need to work on and develop

Opportunities – what career opportunities are available to you?

Threats – or challenges

Resource sheet 7 - Pupil Evaluation SWOT Analysis

2. Think about what you have learnt from taking part in the project. Has it made you think about possible careers for you?

Yes / No

Why?

3. List the things you have learnt from taking part in the project.

4. What did you like and dislike about the project?

Things I liked about the project.....

Things I disliked about the project.....

5. How could the project be improved for next time?

6. Please note any further comments you would like to make.

National Park and National Park Authority organisation

pupils sort exercise

Locations	Teams within this directorate: Development Management (planning), Sustainable Development and Land Management. These teams look after and conserve the landscape, wildlife and cultural heritage within the National Park and control what is built in the National Park.
Chief Executive	The National Park Authority is split into 3 directorates: Conservation and Community, Corporate Services and Park Services. Staff are in a directorate relevant to their job role and areas of responsibility.
Directorates	Teams within this directorate: Park Management (with three area based Ranger teams, West, South, North), Access and Engagement and Visitor Services. These teams work to enable everyone to access and enjoy the Park and to promote understanding of the area's special qualities.
Conservation and Community directorate	The Yorkshire Dales National Park Authority role is clearly defined in Parliament by two statutory purposes. These are: <ul style="list-style-type: none"> To conserve and enhance the natural beauty, wildlife and cultural heritage of the National Park. To promote opportunities for the understanding and enjoyment of the special qualities of the area by the public. In pursuing these purposes, the National Park Authority are also required: To seek to foster the economic and social well-being of local communities within the National Park.
Corporate Services directorate	The Yorkshire Dales National Park was established in 1954. In the UK there are 15 national parks. National Parks are designated as protected areas because of their beautiful landscapes, wildlife and cultural heritage. People live and work in our national parks and the farms, villages and towns are protected along with the landscape and wildlife. National parks welcome visitors and provide opportunities for everyone to experience, enjoy and learn about their special qualities.
Park Services directorate	The National Park Authority's staff are managed by the Chief Executive. The CEO is responsible for the day-to-day running of the Authority.
Yorkshire Dales National Park	Teams within this directorate: Finance, Human Resources, IT, Legal, Communications, Members/Committees, Payroll and Premises. These teams are responsible for delivering key organisational functions including financial management, human resources, legal advice, as well as complementary resource services such as IT, communications and premises management.
Yorkshire Dales National Park Authority	Staff operate from 2 main offices and a few smaller offices and workshops. <ul style="list-style-type: none"> Yoredale at Bainbridge in Wensleydale Colvend at Grassington in Wharfedale 5 National Park Centres at Aysgarth Falls, Grassington, Hawes, Malham and Reeth An office in Orton in Cumbria Two ranger workshops / offices at Stainforth and in Hawes

National Park and National Park Authority organisation

teacher answers

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