



Sample Lesson\*

# Marketing Yourself: Writing Your CV (20 minutes)

KS5 (ages 16-18)

**\*N.B** The programme lessons are interactive – as this document cannot display the interactive elements of the lessons we have endeavoured to demonstrate them as best as we can



## Lesson Objectives:

- To understand the purpose of a CV
- To understand how to promote yourself positively, through a CV



## **Activity 1: Starter**

(2 mins)

- As a class discuss:
  - What does the word “CV” stand for?
  - What is the purpose of a CV?



## Activity 2: Look at CVs (1 min)

- Your teacher will put two different CVs\* (face down) in front of you and your partner
- When told to start, you'll have exactly 30 seconds to read one and remember as many details as you can
- After 30 seconds, swap with your partner and do the same for the other
- At the end, you must turn both papers face down again.
- Ready?

\*Copies of CVs (for Anna and Bethany) are provided in lesson materials



## Activity 3: Test your memory (1 min)

- We gave you 30 seconds as that is the amount of time an employer may look at each CV they receive
- Imagine both Anna and Bethany have applied to work as a sales assistant in a sports store. Who has the most relevant experience?
- Hands up for:
  - **Anna**
  - **Bethany**



## Activity 4: Compare the CVs (6 mins)

- We're guessing that most people put their hand up for Anna. **Employers certainly would like Anna's CV better.**
- Yet, Bethany actually has more experience working in shops and more interest in sports, so might be a better candidate.
- Turn over both CVs and with your partner list reasons why Anna's CV communicates information better.



## Activity 5: Compare your answers (2 mins)

- **Reasons that Anna's communicates information better include:**
  - Snappy information in bullet points
  - Bullet points start with an active verb
  - Less irrelevant information
  - Consistent formatting
  - Use of subheadings
- **Her CV also looks more professional:**
  - No spelling mistakes
  - A sensible email address

**Hands up if you identified most of these points?**



## Activity 6: Start thinking about your CV (5 mins)

- In the “**Experience**” part of your CV it’s good to use the bullet points starting with “Active verbs” eg:
  - **Formed** my school’s Board Game club
  - **Performed** in three concerts
  - **Raised** £150 for Comic Relief
  - **Supported** junior school children in reading
  - **Contributed** articles to my school newspaper

Make a list of more short phrases starting with active verbs that could be used in a CV - see who can come up with the most





## Plenary (3 mins)

- Share your phrases with the class. No one should read a sentence that has already used the same active verb
- How many has the class come up with?

## HOMEWORK

- Write a CV for yourself. You can use the Word template\* to help you

\* Link to template provided in lesson materials