

JA It's My Future



Student Portfolio



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Acknowledgements

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Key Terms

Welcome to It's My Future

Did you know that every opportunity you have today is a stepping-stone for future success? If you are prepared, you can achieve your dream career and be successful in life.

It's My Future will help you plan your future. Get the most out of what this program has to offer ... ask questions, share stories, have fun!

We wish you success as you plan for YOUR FUTURE!

Brand Word Bank

Place a checkmark next to the words that describe you. Work with a classmate to discuss some of the words listed. You will be able to use some of these attributes to help you in the following activity.

- | | |
|---|---|
| <input type="checkbox"/> Accurate | <input type="checkbox"/> FAIR |
| <input type="checkbox"/> Ambitious | <input type="checkbox"/> <i>Flexible</i> |
| <input type="checkbox"/> BRAVE | <input type="checkbox"/> FRIENDLY |
| <input type="checkbox"/> <i>Cheerful</i> | <input type="checkbox"/> FUNNY |
| <input type="checkbox"/> <i>Colourful</i> | <input type="checkbox"/> Generous |
| <input type="checkbox"/> COMPASSIONATE | <input type="checkbox"/> Gentle |
| <input type="checkbox"/> CONFIDENT | <input type="checkbox"/> <i>Hardworking</i> |
| <input type="checkbox"/> <i>Cooperative</i> | <input type="checkbox"/> Helpful |
| <input type="checkbox"/> Creative | <input type="checkbox"/> Honest |
| <input type="checkbox"/> Dependable | <input type="checkbox"/> HONOURABLE |
| <input type="checkbox"/> DETERMINED | <input type="checkbox"/> <i>Imaginative</i> |
| <input type="checkbox"/> <i>Encouraging</i> | <input type="checkbox"/> INDEPENDENT |
| <input type="checkbox"/> <i>Energetic</i> | <input type="checkbox"/> Inquisitive |
| <input type="checkbox"/> Enthusiastic | <input type="checkbox"/> <i>Kind</i> |

- 
- ☐ Knowledgable
 - ☐ **Leader**
 - ☐ Likable
 - ☐ *Loyal*
 - ☐ Mature
 - ☐ **Motivated**
 - ☐ *Organized*
 - ☐ Peaceful
 - ☐ *Persuasive*
 - ☐ **POSITIVE**
 - ☐ **PROBLEM SOLVER**
 - ☐ **PRODUCTIVE**
 - ☐ *Proud*
 - ☐ **Punctual**

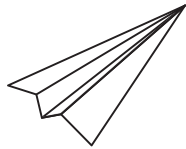
- ☐ RESILIENT
- ☐ *BESPECTFUL*
- ☐ RESPONSIBLE
- ☐ *Sensitive*
- ☐ **SINCERE**
- ☐ **Strong**
- ☐ Successful
- ☐ *talented*
- ☐ *Team player*
- ☐ *THOUGHTFUL*
- ☐ **trustworthy**
- ☐ *Unique*
- ☐ Warm
- ☐ **wise**

Brand Interview

JA It's My Future

Name 3 things that you enjoy doing.

If a friend described you, what two positive words would they use?



If you were a car or an animal, what kind would you be? What positive words would you use to describe that car or animal?



Key Terms

Brand: A company's brand is its promise that customers will have a good experience when using its product or service. A brand can be shown with pictures, words, or designs.

Logo: A recognizable graphic design element that represents a business, a product, or a person.

Tagline: A brief slogan used in marketing to define a business, a product, or a person.

List two positive words a teacher, family member, coach or a neighbour could use to describe you.

Once you have answered all of the questions above, interview a classmate with these questions. You may wish to use an electronic device to record or video this interview. Share your findings with classmates.

My Brand

Instructions: To design a logo or tagline that would represent you. You may also wish to use technology to create your logo using Paint (for e.g.). You can choose to design your very own business card in the space provided below or using technology.

- Consider using words or ideas from your interview and Word Bank Activity. Did the animal or car from the interview create an image that would represent your strengths? What about a colour, shape, place, or word that could represent you?
- Consider the Brand Flash Cards as examples of how to express yourself, such as:
 - A decorative use of a name, like the cursive Coca-Cola® logo.
 - A creative use of initials like McDonald's® Golden Arches.
 - A geometric symbol or an unusual shape, like the Lululemon® design.
 - A picture or image, like the Disney® castle, the Macintosh® apple, or the Starbucks® siren.

- 1 In groups of 3-4 students, use the attributes from the My Brand activity to create your very own Character Map! Select a name for your fictional character; choose attributes from the Brand Word Bank list to describe your character.
- 2 In the Junior High School section, brainstorm milestones that your character should have accomplished or could accomplish to help them become a successful employee in the future.
- 3 In the box titled Short-Term Goal, list one thing your character can do in the next two weeks that could help prepare them for a career or help them learn more about a career that interests them.
- 4 In the text boxes found in the High School and Post-High School sections of the map, add milestones your character might need to reach to achieve the career that you have selected for them. In the Long-Term Goal, list one thing your character wants to do in the future. Long-term goals require time and planning. They are not something you can do this week or even next year.
- 5 As a group brainstorm careers that your character may wish to pursue in the future. In the text boxes in the Possible Nova Scotia Career Destinations, list three different careers that your character might be interested in. You may wish to access the NS Works Labour Market Information to explore these career suggestions and find out more information about job prospects in Nova Scotia.

Website: <https://explorecareers.novascotia.ca/>

Possible Milestone Ideas:

- Sports or outdoor activities
- Family activities and events
- School clubs or organizations
- Selling experiences (examples: lemonade stand, school fundraisers, crafts)
- Hobbies or free time activities
- Places travelled
- Volunteer experiences
- Computer skills
- Foreign languages
- Overcome obstacles
- Chores or family responsibilities
- Summer or part-time jobs (examples: babysitting, lawn mowing, working for a family business)
- Certificates, licenses, and permits (examples: CPR license, work permit, fishing license, babysitting training certificate)
- Youth organizations and skills or knowledge learned (examples: Boy Scouts, Girl Scouts, Junior Achievement, local community centre or youth group)

_____ 's Map

FINISH

Possible Nova Scotia
Career Destinations

Long-term goal:

Post High School
Job, Training, or Education
Options

High School
Milestones

Short-term goal:

Junior High School
Milestones

START



Instructions: In your groups, you will be assigned a particular section of the job tips below. You must apply those job tips to your character based on the career(s) your character has chosen to pursue. Each group will present their tips to their classmates.

Getting Along with Others

- It may seem obvious to be polite and respectful in the workplace, but getting along with co-workers can be just as important. It can be tough to be around people for hours a day. But if trouble breaks out between staff, it is not good for business and can cause extra work for the employer.
- Treat everyone with respect—employer, customers, co-workers, and yourself.

Work is Both Similar to and Different from School

- At work, your employer and co-workers have expectations and rules for you to follow, like at school. However, at work you're responsible for your own behaviour. Know the company rules and policies.
- One of the biggest differences between work and school is that school is for your own good. You're at school to gain skills to help you in the world. If you don't give your best, you only hurt yourself. However, at work, you are there to help the business. It is always important to be successful and do your best. That's why many employers praise staff who are loyal and dependable, because they are counting on their staff to help make the business successful.

Keep Work Separate from Personal Life

- Personal phone calls, social media, hobbies, and other issues can be a distraction at work and can interfere with doing a good job. Be mindful that certain personal matters should be handled away from work.
- Avoid using your employer's resources for personal use. Helping yourself to something of your employer's may not seem like a big deal to you. But it could be a big deal (and maybe illegal) from your employer's perspective.
- Avoid profanity, offensive language, controversial topics, and slang.
- Keep a professional appearance. Stand or sit up straight, keep your appearance neat and professional, don't wear headphones, sleep, or use your personal phone on the job.
- Take responsibilities for any problems you may have at work.

Living in a High Tech World

- Employers now often look at employees' social networking sites. Be sure there is nothing on your sites you wouldn't want your employer to see.
- Work computers are not for personal use. The work you do on a computer is not considered private.
- Deleted items or items moved to the computer's "trash can" are not gone and can often be recovered.

How to Leave a Job

Most people will have several jobs in their lives. No matter why you decide to leave a job, you may wish to:

- Always let your employer know you'll be leaving. If possible, offer your employer two weeks' notice, so the company has time to find a replacement for you.
- Some employees think that because they are leaving, it doesn't matter how they treat the employer or customers. But your professional reputation—good or bad—can follow you.
- Ask your employer if you can use him or her as a reference. Be sure to ask for business contact information.
- Even if you're fired, it is important to remain professional—though you may be upset.

Blog Brainstorming

Lesson 1: My Brand

Lesson 2: Career Mapping

Lesson 3: My Career Blog

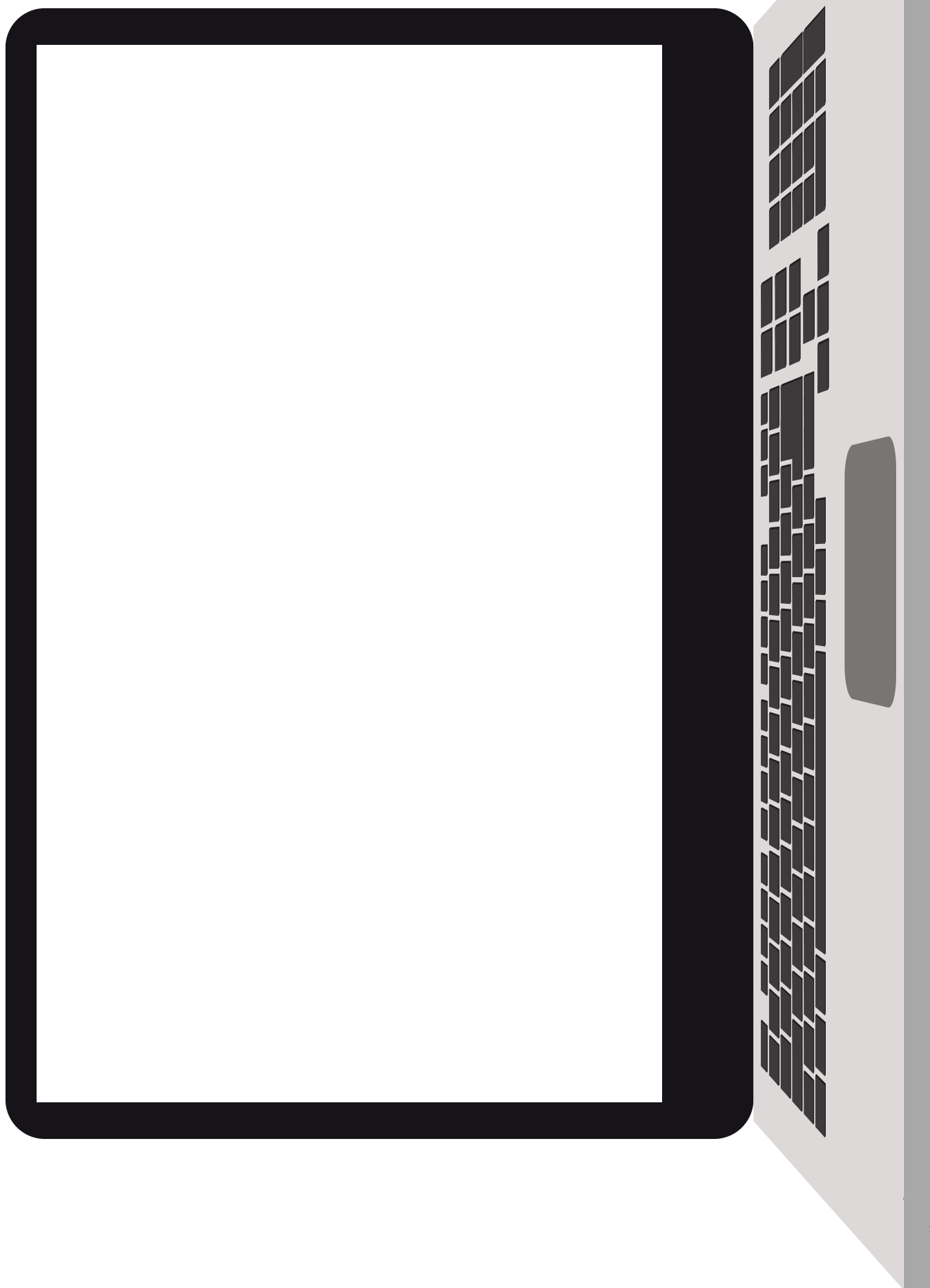
[illegible]

My Career Blog

Your goal is to reflect on the character traits from your own interviews or from the group activities to create a blog or an alternate reflective activity to show how the positive attributes would benefit your character (or yourself) as you move along the career map. Try to find three different ideas.

1. Brainstorm your top three ideas on page 9.
2. On the image on the next page, create a blog entry. This can be a journal entry in the form of an advice column in which you explain the three ideas to someone reading your blog. This could also be in the form of a webpage.
3. Finally you may wish to design the rest of your blog web page. You may choose to include your logo from the first session, pictures or other graphics, or simply imagine what your web address would be for your blog. You can use technology and create an actual blog entry online!

*Remember to take every opportunity to express your brand positively. You never know who will get to see your great advice!



Key Terms

Brand

A company's brand is its promise that customers will have a good experience when using its product or service. A brand can be shown with pictures, words, or designs.

Interests

A person's preferred activities or hobbies.

Job outlook

A prediction of the future number of certain jobs, based on changes in society and the economy.

Logo

A recognizable graphic design element that represents a business, a product, or a person.

Reference

Someone who can be contacted to attest to your skills and character.

Resume

A written summary of a person's education, skills, and work experience.

Skills

A person's talents or abilities.

Tagline

A brief slogan used in marketing to define a business, a product, or a person.

Technical skills

The abilities and knowledge used in a specific profession.

Work environment

The quality of life related to a job position, including physical conditions and personal factors.





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