



Shoreham Academy

The best in everyone™

Part of United Learning

2024 | THINKING  
FUTURES

INDUSTRY  
MENTOR  
GUIDE





# INTRODUCTION

We would like to thank you, from all of us here at Shoreham Academy for choosing to become an Industry Mentor for Thinking Futures 2024. We are aware that this has been a busy year of change and recovery which makes your choice to support the next generation with essential sector insight all the more special.

This year, you can take pride that you are part of a programme which is giving opportunities to a year group who have had minimal encounters with the working world. We continue our focus of committing to do work experience in a more meaningful way, giving students real focus via the project based format and yourselves as mentors, greater flexibility. This guide will aid you in understanding how the week will work and how you will be supported throughout it.

With all our thanks,  
**Sixth Form Team**

## Fitness/Technology

#10



Will Frappell  
EvolveYou

H

### My Project Brief:

Research and design a business app that offers a structured training program and nutrition advice for young adults. This should be supported by a social media content strategy to drive community engagement by educating, encouraging and inspiring its members with trend based content.

### Suggested Approach:

Your design should be informed by your research into exercise and fitness trends and the needs of your target user group. Simplicity of design is key.



## Project Profiles

Your projects will be displayed to all Year 12 students. Students will apply by selecting the project number they wish to undertake and by writing an application including a short personal statement outlining their skills and motivation. We will ensure you are paired with students who will thrive in the brief you have set out.



## Introductions

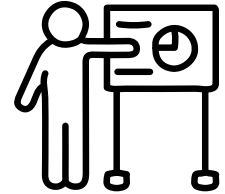
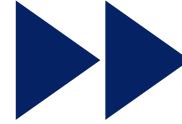
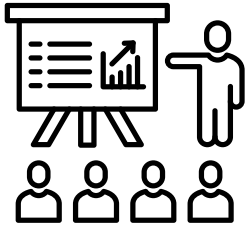
Once your students have been allocated, you will be introduced to them via email and they will be encouraged to schedule their first briefing with you for Monday 8th July. This might be virtual or in-person, depending on the engagement you have stipulated. If you have agreed to take a small group of students, they will engage with you in that group.

Your project profile will display your mode of engagement alongside everything students need to know to choose a project based on their skills and aspirations.



8TH-11TH JULY

# THE PROGRAMME



1

## Monday

Monday brings the opportunity for you to outline your brief to your team in greater detail. What are your measures of success? What would you like them to know about your company in order for them to produce great work?



Guide = 30-45mins

2

## Mid-week

During the week, checking in with your students will ensure they are on the right track and will provide an opportunity to ask you any questions. You can do this virtually or in person, depending on how you have decided to engage.



Guide = 15mins / day

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## Thursday

On Thursday, your team will present the culmination of their hard work to you. You are encouraged to give them honest critique. This is also a perfect opportunity to speak to them more about their aspirations in your sector.



Guide = 30-45mins

## The Student Guide



Your team will be supported by our comprehensive student guide throughout the week. This resource supports them to develop their research, planning and presentation skills and is designed to take the pressure off you. There is plenty of content in the guide to keep students on task between your Mentor check-ins.

## Industry Mentor Support



You will be supported by us before during and after the project. Leading up to the week, you will receive communication with information about your team how to connect with them. For those students engaging virtually, we will be on hand in-school to ensure they are producing high quality work. We will also be available at all times to answer any questions you may have.



# REFLECTING

On Thursday, your team will present their work to you virtually or in person. Their workbook will have coached them in professional presentation techniques and the importance of including visual examples of their work to aid your feedback. If appropriate, they may also submit their work to you in advance. Students understand that this will be an opportunity for professional appraisal and will be keen to hear how you feel they have developed essential sector skills and where they can improve. If you are working with a team of students, please feel welcome to enquire into or highlight individual contributions. The reflection section of the student workbook will ensure they conduct a meaningful look at the skills and knowledge they have gained from their work with you.



## Nominate a student

Has one of your students particularly impressed? why not nominate them, or your whole team to win a Sector Champion award in our celebration event at the end of the week?



THANK YOU!

