

## Meaningful Learning Experiences

Strategic Commitment	✓	Part of a whole-school strategy for CEIAG
Curriculum Provision	✓	Addressing a 'theoretical' topic
Employer Partnerships	✓	Involving a local, well-known employer
Reflective Young People	✓	Contributing to motivation, aspirations and skills
Informed Career Choices	✓	Challenging stereotypes about fast food outlets

### Changing perceptions about careers in fast-food and applying a Business Studies topic to real life

Ormiston Ilkeston Enterprise Academy offers Business Studies at Key Stage 4. A brief from the Head of Department identified part of the specification that covers Recruitment, Retention and Motivation of Staff:

*'This area of the curriculum can be a bit theoretical and this seems to be where we start to lose the girls interest in the subject. OIEA has a significant gender gap where girls heavily outperform the boys. In Business Studies, the opposite is true, so I need help to reengage the girls, in particular. Employment and motivation is such a key area for all businesses and a project of this nature might work well.'*

The general manager from the nearby McDonalds provided information about the company's approach to the Business Studies topic, along with a series of mini-masterclass video clips recorded in the restaurant, which were shown in the classroom.

The students applied this information to textbook theory about employee motivation – specifically to 'Maslow's hierarchy'. Although the students had been promised a classroom visit from the manager at McDonald's, they requested a visit to meet him at the restaurant so they could show their work and ask him questions at his workplace.

Follow-up self-assessment and interviews showed that the experience had changed their perceptions about McDonald's as a possible future employer.

### Benefits for the Students

- *'I've learnt that McDonald's is a job with a lot of benefits and it's not for people who have dropped out of school'*
- *'The poster my group created was really good and informative about McDonalds way of recruiting and motivating staff'*
- *'The things I am proud of is that I now know what it's like to work there and I now know how its run. And I now understand the perks of the job'*

**Benefits for the School**

- 'I think having real information from a business and seeing what I'm telling them in theory is put into practice, makes a big difference to them'
- 'As head of CEIAG, I want to showcase how careers education can be embedded into the curriculum to raise the motivation, aspiration and outcomes of the students in an Academy that has traditionally struggled to make progress'

**Benefits for the Employer**

- The project was an opportunity to present McDonald's as an employer that can offer career paths and professional training for staff
- The general manager could present his restaurant as an attractive local employer to a group of young people who may be potential members of staff
- Virtually all students were customers at the restaurant and now see the place as a successful business, as well as a place to buy a Big Mac



David Browning, Business Manager

The Business Manager at the local McDonald's provided a few informal video clips to explain how the company recruits, motivates and retains staff. Students applied this practical knowledge to their learning about Business Studies theory, visiting the restaurant afterwards to show their work and ask further questions.

