

# Future Focus

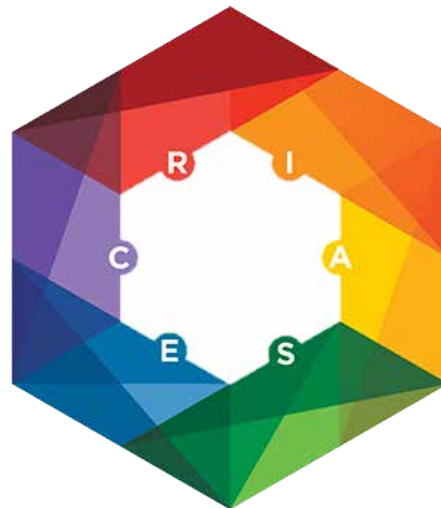


## Where did this all begin?

For 18 years we have worked with teachers and high school learners while doing the RockingFuture Career EXPO and one request that has never ceased – “Do you have something similar for our gr.9 learners?”

In a world that is rapidly changing how can we prepare these learners for the world of work and study that they will be entering? Gr 9 is such an important year where learner make the first of many important decisions as to their future career path. It's time for subject choices and mostly they are given a wide, standardized approach that could lead them into many different educational streams. The problem with that is that not many 15-year-old learners have any clue as to what they would like to be one day. They also have not delved into the world of work to discover all the different options open to them. Most learners and (teachers) know the top 5 – Medicine, Accounting, Law, Engineering and Business. The pressure to make the right choices are immense, yet not much time and attention is given to preparing the learners for the whole subject choice debacle. Most learners pursue a career path because of what they know their parents do or even worse, something they have seen on TV. E.g. Everybody wanting to study law because of SUITS, or criminology and pathology because of CSI: NY.

The world of work is evolving daily. In ten years', time there will be careers that don't even exist today. It is so much bigger and involved than the obvious career choices most of us know of. At 3RC we have dealt with matric students from over 400 High schools in South Africa. We have interacted and spoken to them for more than 18 years and one thing has become very apparent. Learners need exposure to future choices and career options long before they reach the end of their matric year. They also need to know themselves and discover their hidden aptitudes, learning styles and how to become future focused. 3RC has taken hands with Career Buddy – a online career assessment company that is changing the way kids approach their careers.



## What is the FutureFocus Show?

Future Focus is an introduction to future career paths and study prospects. There is no way for us to go into all the details with every career option available during the 90min we will have with these Gr.9 students. However, in a multimedia presentation combined with live acting, we will break down the career paths into the 6 areas of interest according to “The Holland Code or RAISEC”. During this time, we will give the learners information on each one with regards to preferred subject choices, character traits of those within these sectors, what career options are available within the sector as well as mentions of some famous people within these sectors. The aim of FutureFocus is to spark interest for learners and their parents to do more research regarding admission requirements and subjects needed, long before they must make these decisions in Gr.12.

This is where Career Buddy will help each student to complete an online assessment that will help them to understand their own learning style, give them tips on how to make this work for them and also allow each student to complete the “Holland Code or RAISEC test” that will direct them in a career path that will be most fulfilling and appropriately fitting for them.

Each learner will be given a FutureFocus magazine to take home with them and share with their parents what they have experienced at the show. The guide will cover in greater detail the 6 Areas as discussed at the show as well as study options both in traditional universities as well as private institutions both locally and internationally.

# Future Focus



## How do you benefit from this?

Growing interest in your industry as Employer of choice – Imagine being the employer of choice for the cream of the crop. That's what this is all about!

Taking up ownership of one of the six sectors will give you a marketing and recruitment platform that will speak to the future leaders of South Africa. Be part of the Revolution – Enable kids to find their strengths and encourage a workforce that will flourish and make your industry great. By teaming up with 3RC you will influence future career choices and guide young minds into skills and future opportunities that your company will need. Guiding people into career choices where they will be best suited to the task will lead to happier, healthier staff and companies that can withstand global shifts.



## Where does your company fall in the Holland code Wheel (RIASEC)?

Each sector will have pre-recorder video clips that will give the learners visual representation of a work world they have never seen. Each sector will have a - "This sector brought to you by YOUR BRAND". We will talk about different career options within the sector and show a 2 min movie filmed at your office featuring one of your top employees with the career that you would like to promote to future employees. The movie will be young and vibrant, asking questions like: How did you get here? What did you study? Did you always know you would be in this career path? How did YOUR BRAND make your dreams come true? These movie clips will be made available to you to add to your social media accounts as well as YouTube channels. These clips will also be shown to the learners on your Careerbuddy.org listing. As this platform grows we will be able to connect the cream of the crop with the most appropriate tertiary institutions. In turn your company will have access to the top graduates coming out of our participating tertiary institutions as interns and new candidate employees.

Every learner that takes this test will be placed in 3 sectors. One being dominant and the other 2 are sub sections. To see how this works, go and take the test for yourself. <https://openpsychometrics.org/-tests/RIASEC/> - It is really fascinating how accurate these are.

Sector	Explanation	Possible career Choices
R	Realistic The Doers Active Hands-on Adventurous	Agriculture, Engineering, Construction, Environment Studies, Emergency Services, Manufacturing, Utilities and Energy, Plumbers, Electricians, Surgeons, Set and Exhibit Design, Radiologist
I	Investigative The Thinkers Analytical Theoretical Inquisitive	Lab assistant, Medical Technicians, Diagnostician, Nuclear Medicine Tech, Chemist, Nurses, Paralegal, Quality Control Analyst, Web developers, Industrial Engineers, Market Research Analyst, Marine Architect, Marine Engineer Software Developers, Audiologist, Vet
A	Artistic The Creators Expressive Imaginative Free spirited	Publisher, Dancers, Chef, Fashion Designer, Film & Video Production, Fine Arts, Jeweller, Hair Dresser, Cosmetologist, Singer, Sound Engineers, Composers, Musicians, Architects, Dressmakers, Art Director, Interior Design, Editors, Writers Radio and TV Announcers, Teachers
S	Social The Helpers Caring Supportive Collaborative	Shop attendant, Doctor, Dentist, Psychologist, Childcare, Funeral Attendant, Physio Therapist, Teachers, Trainers, Coaches, Educators, Mediators, Midwife, Nurses, Counsellors, Nutritionists, Emergency services
E	Enterprising The Persuaders Organised Charming Leaders	Entrepreneurs, Sales, Promoters, Food Service Manager, Hospitality Managers, Flight Attendant, Mortician, Emergency Services, Operational Manager, General Manager, Marketing & Advertising, Clergy, Chief Executive Officer, Treasurer, Lawyer, Judge, Urban Planner
C	Conventional The Organisers Practical Orderly Efficient	Compliance manager, Data Analysts, Dental assistant, Insurance Brokers, Banking, Secretary, Paralegal, Pharmacist, Tax Accountant, Actuary, Accountant, Auditors, Occupational Therapist, Database administrator, Logistics, Economist, Statistician, Judicial Clerk

# Future Focus



## What will the FuturFocus Show look Like?

The FutureFocus show will take the format of a Gameshow with advertising space in between and digital inserts like – “The next SECTOR brought to you by .....”. The show will be full of energy and fun with a dedicated Show host and assistant. The show will be based on a spinning wheel with the 6 main areas of interest (RIASEC) with study directions, careers opportunities, personality traits, and games connected to each one. The show will be mostly pre-recorded but will appear as if it is happening on the fly to the students. There is no need for any of your company representatives to attend the shows. All advertising will take place on screen.

## FutureFocus Magazine

The magazine will be taken home to discuss with mom and dad. This is our way of making sure that the intervention doesn't stop when they leave the hall. Each learner will be given a free copy of the FutureFocus magazine and this will give the free access to the careerbuddy.org site to do a study method and RAISEC test. All of this and more will be discussed in the little A5 magazine and will give each participating tertiary institution and company space to advertise and expand on their courses, preferred subjects if applicable and entrance requirements. Each sector of the RIASEC (Holland Codes) will be discussed in more detail and further resources for self-discovery tests and research will be added. The magazine will also be available on the 3RC website (currently under construction)

## How many learners / schools

As our pilot project we will be doing 70 school in Gauteng. We will target schools with a Gr.9 student body of no less than 80 learners but will aim at doing schools with a Gr.9 student body of more than 120 learners. In some cases, we will request that the Gr.10 learners join in as this is still relevant information to them. We aim to interact with over 10 000 learners.

**Advertising space will be selected for all schools and not specific regions.**

### Dates

All shows will be done and completed between 7 July 2020 – 18 September 2020  
As with our other shows/expo's we will be doing 2 schools a day.

\*No representation is needed from a company or industry

## Career Buddy Listing

**A 3 month commitment which includes segmented advertising to the most relevant career interest as defined by the RIASEC assessments.**

**This gives the candidates a full description of your company, your career options as well as your 2 minute video clip . They will also be directed to your website, social media and telephone numbers for more information.**

**This will be available on their site as well as their career app that will be launched in 2020.**

# Future Focus



All costing ex VAT	Option 1	Option 2	Option 3	Option 4
70 Shows @ R750 Advertising Space (2 min – Day in the life of “___”) Sector Advertising	R52 500	R52 500	R52 500	R52 500
DPS (Double Page Spread)	R18 000	R18 000	R18 000	R18 000
2 x Extra pages Editorial in Magazine		R16 000		R16 000
Career Buddy Listing (3 months)			R7 500	R7 500
	<b>R70 500</b>	<b>R86 500</b>	<b>R78 000</b>	<b>R94 000</b>

## So what do you get?

- “This sector brought to you by YOUR BRAND” will be in the form of a 2 min clip featuring your company, selected employee and career opportunities of the future. 3RC will film this clip at your selected venue.
- Show script built around your brand and gameshow games related to your industry.
- An opportunity to sponsor the prize for the competition winners in your sector (This however is not compulsory)
- Double Page spread advertising the FutureFocus magazine that is sent home to parents, siblings and friends. (Extra editorial space is available at an extra cost) – Ex. Listing of bursaries available. It will also be available as an ezine on 3rc.co.za
- Banner Advertising on careerbuddy.org for 3 months of the FutureFocus show
- No staff needed at activation. 3RC will manage the entire process with the schools & learners.
- Activation report that will give feedback from the teachers, learners and impact of your brand on “Your future Employees”