

Lesson 10: 30 Seconds

Category: Job Search Skills

Employability Skills

- a) Interpersonal Communication
- b) Enthusiasm & Attitude
- c) Professionalism
- d) Time Management
- e) Ability to Accept and Integrate Criticism and Feedback

Instructional Direction

Briefly discuss how long students believe the average person's attention span to be. Explain that the average attention span is only about 30 seconds. Students will estimate how long they think 30 seconds lasts. Students will close their eyes and once they believe the 30 seconds has passed they will raise their hands, but will keep their eyes closed. The instructor should start a timer and keep track of approximately when hands are raised. When 30 seconds have passed, students should be told to open their eyes. Debrief the results of the experiment.

Students should be introduced to the idea of sharing their skills with an employer within the 30-second time frame. Share an example of a well-written commercial. Students should then complete the 30-second commercial in the When I Grow Up Workbook (p. 10).

Students should stand up and share their 30-second commercial with the class while being timed. This is especially effective when a visible 30-second timer is running behind them. Students should offer encouraging feedback as well as suggestions for improvement as each student finishes their commercial.

- i) **Option 1** – Students gradually work into sharing the entire 30-second commercial. First students stand at their seats and read the first two lines. Students read their entire commercial standing by their seat. Students should go to the front of the room and read their entire commercial. Eventually, each student should stand at the front of the room and share their commercial from memory.
- ii) **Option 2** – Students could be cut off at the 30-second mark whether or not they are done. Feedback should center around the impression made and skills offered during that time frame – could you tell what that student wanted to do and why?

Learning Outcome(s)

Students will understand the importance of being succinct and be able to share a marketing profile that highlights their strengths to an employer in a professional manner.

Resources Needed

1. Timer – Google “online stopwatch” to find a stopwatch you can project on a large screen, if possible
2. Writing utensils
3. “Interviewing and The Power of 30” Worksheet (p. 10) in the When I Grow Up Workbook

Modification and Extensions

- Students should research, and invite a panel of employers / professionals to come in and provide constructive feedback to each student as they deliver their 30-second commercial.
- Students should record their 30-second commercial and share it electronically with at least 3 professionals to receive constructive feedback.