



# WELSH BACCALAUREATE SKILLS CHALLENGE CERTIFICATE National/Foundation

## Enterprise and Employability Challenge

National Skills Academy for Food &  
Drink Wales



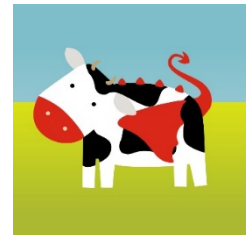
**Available for assessment from September 2018**

## PURPOSE

The purpose of the Enterprise and Employability Challenge is to develop learners' skills, whilst providing opportunities for learners to develop enterprising skills and attributes and enhance employability. During the Enterprise and Employability Challenge learners will explicitly develop skills in **Creativity and Innovation**, **Personal Effectiveness** and **Digital Literacy** and apply them in an appropriate manner.

## BRIEF

During your working life it will be unusual for you to have just one job; it is more likely you will have a number of different jobs. You will have to apply for these jobs and go through an assessment process which may include an interview and presentation. It is important you are able to sell yourself by using examples of the skills you have and how you have used them. Team work, a can-do and positive attitude and being creative are particularly valued by employers.



Deciding on your future can be a daunting aspect. The Food and Drink industry is extremely competitive, so it is vital that you choose a career pathway that utilises your strengths. You need to consider what you really want to achieve in a career without being influenced by others. When it comes to identifying the right pathway to a career, there is much preparation to do and many decisions to be made. The job market can be a competitive place and you need to stand out from other candidates. In preparation to apply and secure a job, you will need to gain a clear understanding of what is involved and know how to promote yourself so that you impress potential employers. You will learn the importance of networking and the power of social media when it comes to building a professional profile.

To help you experience business and the world of work you should work together with others in a team of 3-6 members and use skills and knowledge you have developed from researching the Food and Drink industry to **design and develop** an innovative **product** with a Welsh theme for the Food and Drink industry. The product must be cost-effective, innovative and have a 'Welsh flavour'.

The Enterprise and Employability Challenge provides you with an opportunity for you to show how creative and innovative you can be including the use of digital technology, as well as demonstrating people skills such as developing a rapport, listening skills, negotiating skills and trusting others. You may also demonstrate your assertiveness and leadership qualities.

## RESOURCES:

<http://tastycareerswales.org.uk/resources>

## CONTACTS

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