

SDG 12 Future of Innovation and Enterprise

Micro Module 1: Passion to Purpose



MM1: Passion to Purpose

Phase 1: Research and Development

Lesson 18 Communicating Value

Curriculum Areas:

CSPE, Climate Action and Sustainability, Design, English, SPHE, Technology



Lesson Title and Summary:

Communicating Value

Connecting with personal passions and gifts/talents learners will develop self awareness and learn about communicating value. Using key value questions they will discuss how they can empathise with their target audience, identify their strengths and define the value they add.

Vocabulary:

Define, Earn, Tell, Value, Voice, Worth

In this lesson, the learner will:

- engage in discussions to share understanding of content and personal views
- watch a TED Talk about communicating value
- practice active listening, communication and collaboration skills
- create a video presentation communicating their value
- will develop social and emotional learning skills in perspective taking, respecting others, self awareness and social awareness

Materials

- Worksheet: Communicating Value
- Worksheet: My Project Value
- Worksheet: My Project Value (Extension Task)
- Teacher's Notes: Communicating Value
- Internet access

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Activity Instructions

Activity 1 Connection before content (10 mins)

1. Learners work in pairs and briefly brainstorm responses to "What does communicating value mean?"
2. Share ideas as a whole class and develop a class-led response to the question.

Activity 2 Communicating Value (20 mins)

1. Using Worksheet: Communicating Value, watch the video 'Know your worth, and then ask for it' in two parts.
2. Watch Part 1 until 4:15min and answer questions as they listen and watch.
3. Watch Part 2 until the end and answer questions as they listen and watch.
4. Before watching each part, learners view questions and discuss and predict possible answers with their partner.
5. While watching learners respond to the given questions Part 1 and Part 2
6. After watching learners regroup with partner and share and compare responses
7. After pair share and compare, learners discuss a further question reflection question.
8. See Teacher's Notes for support.

Activity 3 My Project Value (20 mins)

1. Using Worksheet 'My Project Value' and working in groups, consider the speakers key value questions.
2. Have learners help each other apply these questions to themselves working on their problem / project by following the flowchart of questions and the step-by-step instruction.
3. Learners are to note their responses and input from their peers. See Teacher's Notes.

REFLECTIVE EXERCISE: 3-2-1 (10 mins)

- Three things they feel they have learnt from the tasks
- Two things they found most interesting and would like to explore more
- One – their opinion they have about the tasks

Use Post-its or a mentimeter poll www.mentimeter.com to gather learners reflections.

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EXTENSION / REDUCTION ACTIVITIES

Reduction: For a shorter class, complete Activity 1 & 2, extending the time. Complete Activity 3 in the following lesson.

Extension: For a longer class, learners are to create a short video presentation of no more than 3 minutes communicating their value in relation to their project and upload for review. Use Worksheet: My Project Vale (Extension Task).

MEDIA BOX: (materials, online video links, extra resources, case studies etc)

Video: Know your worth, and then ask for it TED Talk by Casey Brown [8:13min]
https://www.ted.com/talks/casey_brown_know_your_worth_and_then_ask_for_it

Video: How to Communicate Effectively at Work (Tips to Build Your Confidence!) [10:56min]
<https://youtu.be/5VOV4C6QuBA>

Video: Sprouts 'Growth Mindset vs. Fixed Mindset' [5:03min]
https://www.youtube.com/watch?v=KUWn_TJTrnU

Video: Psych2Go 'Watch This If You're Struggling With Your Self-Worth' [8:33min]
<https://www.youtube.com/watch?v=yi5E5a2Ky7k>

Article: How to Communicate Value to Customers
<https://www.indeed.com/career-advice/career-development/how-to-communicate-value-to-customers>

Local Trip / Expertise / Additional Work and Assessments

The Extension task can be used for assessment purposes.

Read the Indeed article and accompanying video How to Communicate Effectively at Work followed by creating an infographic about the information from the article and video using Canva or other design tool.

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‘Know your worth, and then ask for it’ Casey Brown

Part 1: Learners watch until 4:15min and answer questions as they listen and watch.

Part 1 Questions and Answers:

1. How do you get paid well for what you do?
 - Answer: clearly defining and communicating your value.
2. Who does this approach apply to?
 - Answer: everyone.
3. What statistic does she speak of relating to earnings?
 - Answer: For every \$1 men earn, women earn 83c.
4. What key value questions did she ask herself?
 - Answer: What are my clients' needs and how do I meet them?
 - What is my unique skill set that makes me better qualified to serve my clients?
 - What do I do that no one else does? What problems do I solve for clients?
 - What value do I add?
5. What fears/doubts does she speak of?
 - Answer: that nobody would pay, that clients would question her, whether or not SHE (not her work) was worth the price, that her business might fail, that she might fail.
6. How did she do to communicate her value?
 - Answer: she did her homework, she identified her value, she set new pricing, she communicated her value.
7. After watching this what are your two take-aways?
 - (answers will vary)

Video Communicating Value Instructions

Learners go through next set of questions and discuss predictions of what might be said. Learners watch the rest of the video and while watching learners note answers to questions.

Part 2 Questions and Answers:

1. What was the problem with her saying "I have a little web company"?
 - Answer: she was diminishing her company and herself.

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Part 2 Questions and Answers continued:

2. What does the speaker say about "voice"?
 - Answer: it's important to find your own. Focus on serving and adding value.

3. How had the mindset of the women changed and how had it help her?
 - Answer: provided strength and power and success. It had built confidence.

4. What does she say about the implications of being properly valued?
 - Answer: They range beyond financial, and into the realm of self respect and worth.

5. What is the equation she suggests?
 - Answer: define + tell = earn

After watching

- What are your three take-aways?
- What stood out for you?
- What was it all about?
- How might the speaker's content be relevant to your problem/project you have been working on?

My Project Value Instructions

Step 1 Each group member individually attempts to respond to each key value question:
You may use sentence stems to help you:

- My users need.... and I may meet those needs by...
- My unique skill set is that I
- A problem my user has is... and I may solve this by...
- Something I do well that perhaps no one else does is....
- Therefore, I add value to this project by....

Step 2 Each person in the group shares their ideas with their group.

Step 3 Group members add extra responses to support their peer.

Extension/ Homework Instructions

- See Extension/Homework worksheet My Project Value
- As a homework task, learners are to create a short video presentation of no more than 3 minutes communicating their value in relation to their project.
- They must then upload their videos for review by the teacher.
- The teacher will direct learners as to how the videos should be submitted.

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WHAT DOES IT MEAN TO COMMUNICATE VALUE?

In pairs, discuss this big question. Note your ideas.



Video Watch the video "Know your worth, and then ask for it" by Casey Brown.
https://www.ted.com/talks/casey_brown_know_your_worth_and_then_ask_for_it

Watch until 4:15min. Then meet your partner to share and compare

While watching note answers to the following:

- How do you get paid well for what you do?
- Who does this approach apply to?
- What statistic does the speaker note relating to earnings?
- What key value questions did she ask herself?
- What were her fears?
- How did she do to communicate her value?

Watch until the end

While watching note answers to the following:

1. What was the problem with her saying "I have a little web company"?
2. What does the speaker say about "voice"?
3. How had the mindset of the women change and how had it help her?
4. What does she say about the implications of being properly valued?
5. What is the equation she suggests?

After watching

1. What are your three take-aways? What stood out for you? What was it all about?
2. How might the speaker's content be relevant to your problem/project you have been working on?



WHAT ARE MY (USER'S)
NEEDS AND HOW MAY I
MEET THEM?

WHAT IS MY UNIQUE
SKILL SET THAT MAKES
ME BETTER QUALIFIED
TO SERVE MY CLIENTS?

WHAT PROBLEMS
MAY I SOLVE FOR
USERS?

WHAT DO I DO THAT
NO ONE ELSE DOES?

WHAT VALUE DO I ADD?

Group Work:

Working in groups you are now going to consider the speakers key value questions. Together you will help each other apply these questions to those working on your problem/project.

Step 1

Each group member individually attempts to respond to each key value question. You may use sentence stems to help you:

- My users need.... and I may meet those needs by...
- My unique skill set is that I
- A problem my users have is... and I may solve this by...
- Something I do well that perhaps no one else does is....
- Therefore, I add value to this project by....

Step 2

Each person in the group shares their ideas with their group.

Step 3

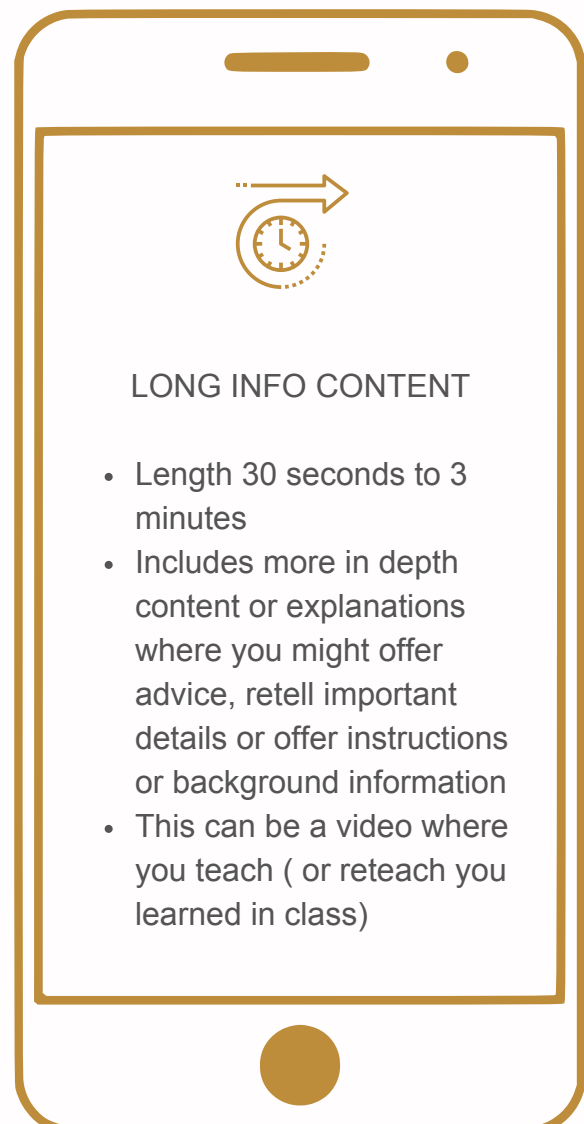
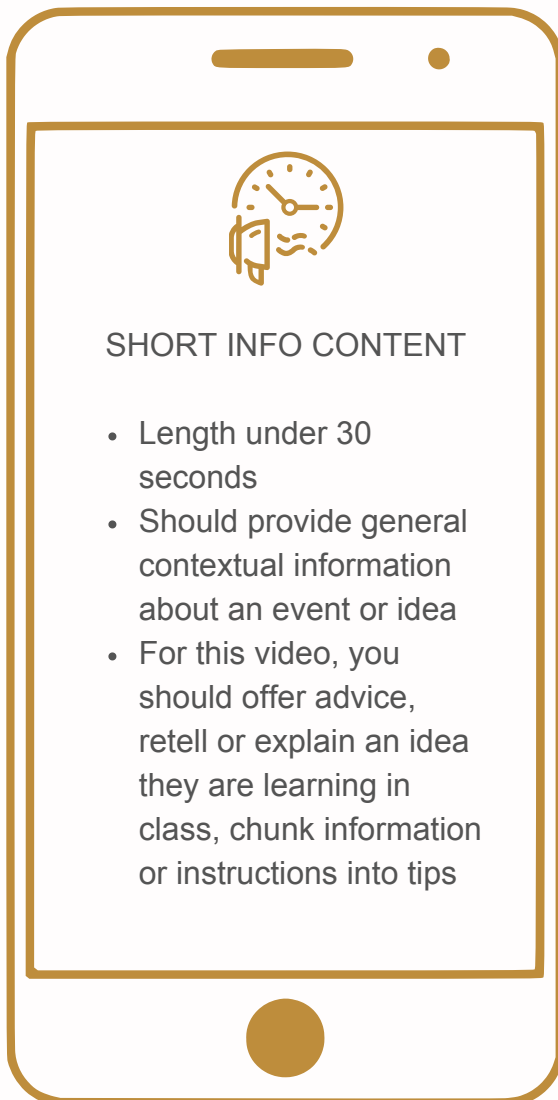
Group members add extra responses to support their peers.

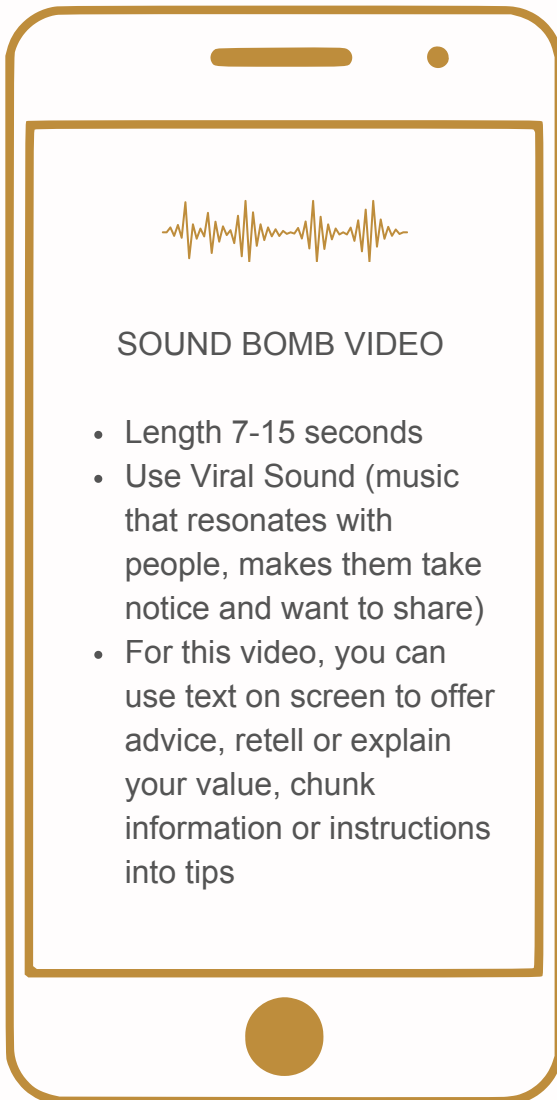
MM1: L18 MY PROJECT VALUE EXTENSION



1. Create a short video presentation communicating your value in relation to your project.

- No more than 3 minutes
- You must then upload the video for review by the teacher.
- Your teacher will direct you as to how the videos should be submitted.





- Which video type will you create?
- Start brainstorming content:
 - What's your Hook - Grab attention immediately with a quick HOOK
 - Add stickers or gifs to make your content come alive)
 - Add on screen text to keep viewers attention
- Add strong ending - the takeaways for your audience