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THE CAREERS &  
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COMPANY



# IncludED Careers

Careers Without Barriers

***A Future That Includes Everyone***

# Core Theme: Introduce & Inspire

This theme focuses on **broadening students' understanding of jobs, building self-awareness, and raising aspirations**. Employers play a vital role in **bringing careers to life** in a way that's relatable and engaging for young people with special educational needs and disabilities (SEND).

**SEND students may need:**

- More time and repetition to understand concepts
- Visual or hands-on learning opportunities
- Flexible, low-pressure ways to interact with employers
- Supportive environments to explore without fear of failure

Learning Outcome	Learner Objective	How employers can help:	Example activities:
Increased Opportunity Awareness	Students learn about different types of jobs, workplaces, and employment types.	<p>Offer a simplified workplace tour (or virtual alternative) with quiet spaces, clear visuals, and time to ask questions.</p> <p>Provide photo booklets, props or uniforms for classroom use</p> <p>Record a "day in the life" video showing job tasks, tools, and environments — with captions or audio narration.</p> <p>Join a SEND-friendly careers fair, offering hands-on demonstrations or sensory-friendly items.</p>	<p>SEND-friendly work environment tours with visual aids.</p> <p>Interactive "Guess the job" sessions.</p> <p>Visual career maps featuring your sector.</p> <p>Film short clips showing your work environment.</p> <p>Contribute staff photos, job titles, and what they do.</p> <p>Send labelled photos of job roles and workplace areas.</p>
Improve Self-Awareness	Students explore their interests, skills, and ideal work environments.	<p>Deliver short job tasters or mini workplace simulations (e.g. folding boxes, greeting a visitor).</p> <p>Describe what makes a great team member in your workplace — focus on behaviour and attitude, not just qualifications.</p> <p>Allow students to try simple tools or processes with guidance and praise.</p> <p>Share how different roles suit different people (e.g. "Some of our team like quiet work, some love talking to customers!").</p>	<p>Station rotation: try simple workplace tasks with support.</p> <p>"My ideal job" reflection after hearing from staff.</p> <p>Use job props or scenarios to explore preferences.</p> <p>Talk about how different strengths help in your business.</p>
Inspire Students	Students feel motivated and challenge stereotypes.	<p>Share your personal career journey.</p> <p>Be a guest speaker or virtual presenter, sharing your own journey — especially if it's non-traditional or relatable.</p> <p>Showcase diverse role models (e.g. people with disabilities, from different backgrounds, career changers).</p> <p>Be open about different routes into work: e.g. learning on the job, apprenticeships, supported internships.</p>	<p>Run an inclusive 'Meet the Team' day</p> <p>Join a panel to share career stories.</p> <p>Co-create a "jobs you didn't know existed" poster set for your industry.</p> <p>Help deliver a session challenging who can do what jobs.</p>



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# Core Theme: Investigate and Explore

Helping SEND learners gain clarity, build skills, and explore roles and pathways. Many SEND learners have limited exposure to real workplaces. They may struggle to visualise different roles, understand the steps required to get there, or recognise the skills they already have. This theme is about helping learners become *ready to engage with the world of work*, in a way that builds confidence and curiosity.

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- More time and repetition to understand concepts
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Learning Outcome	Learner Objective	How employers can help:	Example activities:
Career Readiness	Students develop essential workplace skills and apply them in meaningful ways.	<p>Offer short, supported tasks that let students practise real work skills (e.g. packing, sorting, greeting).</p> <p>Use the Skills Builder Framework (with icons or simplified versions) to talk about what makes a good employee.</p> <p>Give feedback in a friendly, specific way – e.g. “You were great at listening and following instructions”.</p> <p>Provide a simple “challenge brief” for students to respond to (e.g. “Design a menu” or “Create a welcome poster”).</p>	<p>Skills carousel: teamwork, listening, problem-solving</p> <p>Host short practical tasks linked to real roles.</p> <p>Task with employer brief (e.g. “Design a uniform”).</p> <p>Give a short, strengths-based review of what they did well.</p> <p>Deliver a 30-minute session on teamwork, speaking, or problem-solving.</p>
Exploration of Roles & Responsibilities	Students learn what people do in different job roles and how to get into those jobs.	<p>Explain the structure of your business and what different people do (with photos, job titles, and tools).</p> <p>Share accessible routes into work (e.g. supported internships, apprenticeships, on-the-job training).</p> <p>Host a “job role speed chat” or contribute to a short video explaining who does what in your team.</p> <p>Describe roles within your team using images, objects, or short clips.</p>	<p>Share photos of 2–3 roles and explain each person’s responsibilities.</p> <p>Career pathway ladder - Explain how someone got from school to your company.</p> <p>Contribute info or a short video describing your role</p> <p>Poster project: “What does a [job title] do?”</p> <p>Day in the Life Talk.</p>
Understanding Growth Sectors	Students become aware of local job trends and what’s available in their area.	<p>Talk about your sector and why it’s important or growing (e.g. health, logistics, hospitality, tech).</p> <p>Host a session or provide visuals showing jobs in demand and what they involve.</p> <p>Help students understand where these jobs are and what they’re like.</p> <p>Provide real examples of entry-level roles that are expanding.</p>	<p>Share real jobs you’re recruiting for or commonly needed.</p> <p>Sector Spotlight - Deliver a short “What is logistics?” or “What is retail?” talk with props.</p> <p>Interactive map – Contribute to a class display or resource showing what jobs are where.</p> <p>Share job descriptions from your sector.</p>



# Core Theme: Apply and Demonstrate

Supporting SEND learners to reflect, apply learning, and grow in confidence through work experience . SEND learners need **supportive and scaffolded environments** to build confidence through real or simulated work experience. This theme is about **reflection, progression, and preparing for real-world recruitment**, but it must be accessible — using visuals, repetition, and celebration of small successes.

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- Supportive environments to explore without fear of failure

Learning Outcome	Learner Objective	How employers can help:	Example activities:
Apply knowledge and receive feedback	Students show what they've learned and get supportive feedback.	Host short-term placements with structure and support. Provide feedback using simple frameworks (e.g. "I noticed you were..." or emojis). Let students complete a task or routine and give them praise and guidance. Celebrate effort and engagement, not just end results.	Supported work trial - Provide a low-risk task and a mentor for guidance. Two stars and a wish - Use a simple feedback format that focuses on strengths. Reflection worksheet - Help learners complete a form about what they did.
Reflect and make decisions	Students think about what went well and what they want to try next.	Ask reflective questions like "What did you enjoy most?" Help students describe their own success using sentence starters. Contribute to debrief sessions with positive observations.	Debrief session - Answer questions about the placement and give encouragement. Career reflection - Share how your experiences shaped your choices. Help students caption photos from their day.
Experience recruitment	Students practise applying and interviewing for jobs.	Run a SEND-friendly mock interview session – keep it short and supportive. Help students complete simple job applications or introductions. Share what you look for in a candidate, using concrete examples.	Conduct 5-minute interviews with simple questions and clear feedback. Job application task - Support a class filling out forms or preparing for interview answers. Help students describe themselves and their strengths.
Compare experiences and challenge assumptions	Students understand what they liked and reflect on changing their own ideas.	Invite students back to compare with other roles or departments. Help deliver a "before and after" session: "What did you expect vs what did you discover?" Share positive stories of colleagues who started small and progressed.	What I learned board - Help fill in "Before I thought... now I think..." reflections. Join in an activity busting myths (e.g. who can do which jobs?). Share how someone grew from an entry-level role. Help students fill in reflections.



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- This resource was developed by IncludED Careers — a specialist service supporting inclusive career education, employer engagement, and positive transitions for young people with SEND.
- We believe all learners deserve access to meaningful, personalised career pathways and real-world opportunities to thrive.
- To find out more or collaborate with us, visit: [www.includedcareers.co.uk](http://www.includedcareers.co.uk)

