

Pre-Launch Lesson Plan

PLANET E | PERSUASIVE BILLBOARD

Objectives

- Students identify and describe different kinds of tools people use at work.
- Students recognize that different kinds of jobs use different kinds of tools.

Preparation & Materials Needed

- Copies of the “Persuasive Billboard” worksheet for each student.
- Chalkboard/whiteboard or chart paper.

Lesson Plan

Total Time: 13-18 minutes

INTRODUCTION

4-6 Minutes

Introduce Level 2, Galaxy Planet E by sharing that the “E” in Planet E is for the word enterprising and that individuals who enjoy enterprising occupations are often called “Persuaders.”

Explain that persuaders are individuals who like to lead others, be in charge, and convince others of an idea or request.

Ask students if they have ever seen a picture of the president, the state’s governor, or a local official (such as the mayor or regional/state representative). Point out that all students can probably picture the school principal. Inform the class that all of these individuals work in the enterprising occupational area because they are all persuaders.

Engage students in brainstorming what tools persuaders might use in their work. Ask:

- *What tools do you think the president or our governor use to persuade others? (e.g. the media, telephone, computers, billboards, cameras, microphones, etc.)*
- *Do you think having knowledge about some of the subjects you study in school would be helpful to leaders and persuaders? Do you think reading is helpful? Writing? Math skills? Science? Art?*
- *Do you think common skills like goal-setting, problem-solving, and communication are important to leaders?*

Connect students’ learning at school with the foundational skills all leaders need in order to be persuasive.



ACTIVITY**6-8 Minutes**

Introduce the activity by asking students to think quietly about this question: What would you add or change at school if you could? Encourage students to use their imaginations to picture at least one thing they would like to add or change at school.

If needed, prompt students to think of multiple possibilities:

- *Maybe you would like to see a different food item at lunch ...*
- *Perhaps a new or different piece of recreational equipment or something new on the playground ...*
- *Maybe a different school policy or dress code ...*
- *Maybe a different bell tone...or a basement...or a different color scheme ...*

After students reflect on the question, distribute the “Persuasive Billboard” worksheet and ask each student to write their wish or dream in the box at the top of the page. (Work individually with students who may not have an idea). Tell students to use the rest of the worksheet to draw or sketch a persuasive message they would display on an imaginary billboard on a major road in your area to convince leaders of their change.

CONCLUSION**1-2 Minutes**

Post the activity worksheets around the room or ask students to share their billboards to see if they can persuade others to like it. Tell students as they embark on their journey to Planet E, to keep an eye out for the many skills and tools persuaders use in their day to day work.

2E ACTIVITY | PERSUASIVE BILLBOARD

My Name: _____

If I could change anything at school, I would ...

