

# Expanding horizons for pupils and families through a whole-school event

School: Kinson Academy

PRIMARY  
Start Small  
Dream Big

THE CAREERS &  
ENTERPRISE  
COMPANY

## Activity Overview

Kinson Academy delivered an Aspirations Day for pupils from Years 2 to 6, bringing together employers and professionals from a range of sectors. The day aimed to challenge stereotypes, highlight the links between careers and the curriculum and encourage pupils to think about the skills and qualities needed in different roles.

The school drew on its wider network by inviting parents and community contacts to participate, alongside employers provided through Dorset Careers Hub.

### What Did Participants Say?

“The Aspirations Day taught me that everyone can do what they dream to do in the future. It just takes hard work and the right career path.”

#### – Year 4 pupil

“It was an absolute pleasure and a privilege to speak with the classes yesterday. They all asked some really good questions and were happy and open to engaging with me.”

#### – Employer

## Approach

The day began with a ‘Guess My Job’ assembly, where pupils questioned a panel of employers. Pupils participated in employer-led workshops which focused on employers’ day-to-day work, skills required for different roles and how curriculum subjects are applied in the workplace. This helped pupils make meaningful connections between classroom learning and future careers, whilst also giving them greater ownership of their career-related learning (CRL).

Parents and carers were actively involved, with some volunteering to share their own careers and experiences with pupils. Families were also encouraged to discuss aspirations at home and support pupils in choosing a ‘dream job’ to represent through an outfit or prop, extending careers-related conversations beyond the classroom and into the home.

A particular strength of the day was its focus on challenging stereotypes and broadening pupils’ ideas of what they can achieve, for example, through showcasing that men can pursue careers in nursing and women can become lawyers.

## Impact

The pupils discovered professions they were previously unaware of and developed a clearer understanding of how school subjects connect to different jobs. The Aspirations Day strengthened Kinson Academy’s wholeschool approach to CRL, bringing employers, parents and curriculum learning together in a shared careers-focused activity. The activity supported teachers facilitating CRL across the school and reinforcing connections between curriculum subjects and the world of work.



### Top tips from the Careers Leader at Kinson Academy

- Share a template PowerPoint with employers to guide their workshop.
- Offer options of attendance for employers to either attend the entire session, or to deliver the workshop.
- Provide simple guidance to help ensure workshops are engaging, consistent and aligned with the aims of the event.