



Industry Spotlight's Industrial Construction DVD and Interactive Website

Teacher Guide

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INDUSTRY
SPOTLIGHT 

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Teacher Guide Summary

Industry Spotlight is a contemporary series of interactive careers DVD's backed up by an informative website covering a wide range of industries. The navigation of the DVD is very simple and easy to use.

The DVD provides a short introduction which gives a brief rundown of the industry and also points out the benefits of the Industry Spotlight series. In addition, there are three case studies on the DVD showing candidates from various levels of academic achievement, demonstrating the diverse opportunities within the industry. Each case study highlights the opportunities available and the lifestyle afforded to workers in each of the featured industries.

There is also a "Find Out More" section which gives further information about the industry; an animated timeline of possible career paths; links to university, college and technology institute websites and profiles of companies involved in the relevant industry.

The website is located at www.industryspotlight.ca and can be used in the classroom or at home with parents.

About Industry Spotlight Canada

Industry Spotlight is a unique and contemporary teaching tool designed to encourage students to consider careers in industries that directly affect the Alberta economy. The Industry Spotlight DVD series is a new resource to Alberta having been first introduced in Calgary in November, 2008 and in Edmonton in April, 2009.

We are always looking to improve upon our guide. Your input for suggestions and evaluation is encouraged. To participate, please contact Andrew Ramsay at Andrew@industryspotlight.ca for more information.

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How the Guide Works

It may be stating the obvious, but the guide is written in such a way that you the teacher is able to determine what activities suit the classrooms and your students best.

The guide is divided into 5 parts.

Part I- Industry Spotlight Introduction

This section provides a broad overview of the series. This section provides teachers and students with excellent information on the Industrial Construction industry and is a great way to introduce students to the industry.

Part II- General Knowledge

This section allows students to do some basic research on the careers highlighted by watching the interactive DVD and answering some basic questions on what they've just watched. Each company has a worksheet with questions.

Part III- Website Activities

This section is also broken down by the three companies on the DVD. Students visit the company website and do further investigation into the company and the types of careers each company offers.

Part IV- Projects

This section is more interactive for students to take their understanding of the industry to a much deeper level of understanding. Projects can be done on an individual or a group basis.

Part V- Career Investigations

This section, like part I, looks at the industry as a whole and directs students to approach career decision making more seriously. This section is an excellent way to provide students with real case scenarios as if students were or about to enter the workforce.

Note: If you have an idea for a project or activity that would work in the classroom, we'd like to hear from you! Please email Andrew at Andrew@industryspotlight.ca for more details.

How the Guide Works Continued

All content in this teacher guide is based on the Trades, Manufacturing and Transportation (TMT) strand in the CTS curriculum. However, this guide has applications in 10 subject areas:

- CTS (5)
- Sciences (e.g. Environmental Science)
- Social Studies, English

You the professional teacher, can use this guide in your classroom to meet several learner outcomes as you see fit.

Your feedback

Your input is invaluable and if you yourself find ways to meet learner outcomes with the DVD and or the interactive website, we'd like to hear from you.

Please email Andrew at Andrew@industryspotlight.ca with your ideas!



PART I

Industry Spotlight

Introduction to

Industrial Construction



The introduction to the Industry Spotlight website familiarizes students with the website and is a great way to have students start basic research when exploring career choices. The following exercises are quick and simple and will allow students to start thinking about information that is available to them on the Internet and company website when it comes to doing a thorough search on careers and salary information.

1. Visit the Industry Spotlight website at www.industryspotlight.ca. The website is meant to be a portal site for students and teachers.

Answer the following:

- a. What are the headings on the Industry Spotlight website and briefly describe the Industrial Construction section and what information is found under the this tab.
- b. What types of information can be found on the site. List the categories and offer a brief description on the type of information on the website.
- c. There are 3 platinum sponsors on the Industrial Construction DVD and on the website. Name them.

2. Visit the Industry Spotlight UK website at www.industryspotlight.org.uk. Do a compare and contrast of the two sites.

Answer the following:

- a. What industries can be found on the UK website that are not on the Canadian site. Reading up on the history of the company, why do you think that is?
- b. Is any of the career information on the UK version of the site relevant to a career search for you in Canada. Why or why not and state your reasons.

3. Under the Industrial Construction tab, there are industry facts listed. Are these facts still true today? Can you update three of these facts?

4. Visit the 'Careers' section on the website . Choose three jobs you'd never heard of before and further research what the job entails. Would you consider any of these jobs as a career- why or why not?



PART II

General Knowledge

Industrial Construction



Instructions: Watch the first case study featuring Boyd, Jenna and Tyler from Graham. Once you've watched the case study, answer the following questions:

1. There are 4 main services that Graham Construction offers. List them.

- 1. _____ 2. _____
- 3. _____ 4. _____

2. What is Boyd Lyon's position with Graham Construction? _____

3. What does Boyd do in his spare time? _____

4. What degree does Boyd hold? _____

5. What does an estimator do for Graham Construction? Why does the work involved have such a small margin of error? _____

6. Who is the President of Graham Construction? _____

7. What are the company slogans? _____

8. How long has Jenna worked for Graham Construction? What was her first position? _____

9. What is Jenna's current role? _____

10. What course is Jenna currently taking? _____

11. What does Jenna like to do in her spare time? _____

12. What are Tyler Broda's responsibilities? _____

13. How did Tyler start with Graham Construction? _____

14. How does Tyler maintain a healthy worklife balance. List some of the activities that Tyler participates in. _____



Instructions: Watch the first case study featuring Aaron, Elizabeth and Shannon from Leducor. Once you've watched the case study, answer the following questions:

1. What year was the Leducor Group of Companies created? _____
2. What position does Elizabeth hold with Leducor? _____
3. How did Elizabeth begin her career? _____

4. What does Elizabeth's role as Project Coordinator entail? _____

5. What position does Elizabeth hope to achieve in the very near future? _____
6. How does Elizabeth maintain her work life balance? How does Leducor encourage her to do so? _____

7. According to Tom Lassu, what is the number one thing they look for when hiring? _____
8. What is Aaron's position at the company? What is his trade? _____

9. How did Aaron begin his career? What was his first position with Leducor? _____

10. Why does Aaron enjoy working for Leducor? _____
11. What was Tom Lassu's first position with Leducor? _____
12. What is Shannon's primary focus with Leducor? _____

13. List the three sites that Shannon has worked at.
1. _____ 2. _____ 3. _____
14. Name two reasons Shannon likes working for Leducor? _____



Instructions: Watch the first case study featuring Jenny, Shawn and Aaron from Flint. Once you've watched the case study, answer the following questions:

1. Name the award Flint was recently the recipient of ? _____
2. How is Flint changing the Energy Services sector? _____

3. What is the geographical footprint of Flint Energy Services? _____
5. What was Jenny's first job at Flint Energy services? What program did she graduate from? _____

6. No matter which location you work at, what is Flint's number one priority? _____
7. What benefit did Jenny recently take advantage of by working for Flint? _____

8. What is Keith Lambert's position at Flint Energy Services? _____
9. What is Shawn's main responsibility working at Flint Energy services? _____

10. Which project is he currently managing? _____
11. Where did Shawn get his degree? _____
12. Where has Shawn lived throughout his career with Flint Energy Services? _____
13. What does Keith Lambert think you need to do in order to be a leader in Industry? How does Flint do this? _____

14. What is Aaron position at Flint Energy services? _____
15. Where did Aaron go to school? _____
16. Aaron is working towards completing his degree. What degree is he workin on? _____



PART III

Website Activities

Industrial Construction



Instructions: Visit the Industry Spotlight website at www.industryspotlight.ca. From the Careers tab, go to companies and visit the Graham profile. From here, you can click on the link and visit their website.

1. What is Graham Construction's vision statement? _____

2. On the Graham website, go to LEADERSHIP. There are 8 senior members of the leadership team. List them and their positions.

- | | |
|----------|-----------------|
| 1. _____ | Position: _____ |
| 2. _____ | Position: _____ |
| 3. _____ | Position: _____ |
| 4. _____ | Position: _____ |
| 5. _____ | Position: _____ |
| 6. _____ | Position: _____ |
| 7. _____ | Position: _____ |
| 8. _____ | Position: _____ |

3. Click on the ABOUT GRAHAM tab, then go to History. Watch the slide show that is available and write down the date that Bill Flaig became President of the company. _____

4. Click on the PROJECT tab. Write down the 5 main categories of projects that Graham has. Make sure to include an example of each type of construction.

1. _____
2. _____
3. _____
4. _____
5. _____

5. Click on the ABOUT US tab, go to SUSTAINABLE CONSTRUCTION, then got to LEED BUILDING. Read about LEED buildings. Define what a LEED building is and give an example of a LEED building.



Instructions: Visit the Industry Spotlight website at www.industryspotlight.ca. From the Careers tab, go to companies and visit the Leducor profile. From here, you can click on the link and visit their website.

1. There are 8 main divisions within Leducor. List them and their main responsibilities for each of these areas of focus.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

2. Click on the link ABOUT, then go to HISTORY. Who is William F. Lede and what was his vision for Leducor? _____

3. Click on the link ABOUT, then go to HISTORY. What was Leducor's very first project? _____

4. Click on the link ABOUT, go to AWARDS. Create a list of awards that Leducor has been awarded in the area of SAFETY. _____

5. Part of Leducor's corporate culture is to provide support in the various communities in which they operate, Write down the three areas that Leducor will consider a donation.

1. _____ 2. _____ 3. _____



Instructions: Visit the Industry Spotlight website at www.industryspotlight.ca. From the Careers tab, go to companies and visit the Flint profile. From here, you can click on the link and visit their website.

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1. Click on the INVESTOR RELATIONS TAB. Who is the Chief Financial Officer (CFO) of Flint Energy Services? \_\_\_\_\_  
\_\_\_\_\_

2. Click on the CAREERS tab. Read the first paragraph. There are 8 areas that Flint is expanding their range of services and products. List them.

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_
- 8. \_\_\_\_\_

3. Click on the CAREERS tab. List the FOUR business segments that Flint has positions available. Give an example of a career that you might find in that segment.

- 1. \_\_\_\_\_  
Career: \_\_\_\_\_
- 2. \_\_\_\_\_  
Career: \_\_\_\_\_
- 3. \_\_\_\_\_  
Career: \_\_\_\_\_
- 4. \_\_\_\_\_  
Career: \_\_\_\_\_



**PART IV**

**Projects**

**Industrial Construction**





**Instructions: These projects incorporate a variety of media. Students are encouraged to visit the Industry Spotlight website to explore the information on the company on the site and to visit the company website.**

1. Create a cover letter that you will be able to submit to Graham Construction. Make sure to include what your strengths are, and how you'd like to apply them at Graham. Be sure to include your career history, education, qualifications and professional designations. Explain why you believe your strengths and experience will make a difference at Graham.
2. Scroll to the bottom of [www.graham.ca](http://www.graham.ca) and find out what their feature project is currently. Make a poster or PowerPoint presentation based on this project. Make sure to include all of the trades that are needed to complete this on time and budget. You may use pictures that are provided from the graham website, please make sure that you cite them.
3. Suppose you are a owner of a new automotive company and you wish to build a new building. You have decided that Graham Construction will be a great company to complete your building on time and budget. Go to [www.graham.ca](http://www.graham.ca), click on the PROJECT SOLUTIONS tab and write out a proposal of how you will get Graham Construction to help you build the building of your dreams.



**Instructions: These projects incorporate a variety of media. Students are encouraged to visit the Industry Spotlight website to explore the information on the company on the site and to visit the company website.**

1. Ledcor prides itself on its commitment for a high quality product, delivered on time, and on budget. They are also on the cutting edge of constructing building with LEED certification. Create an advertisement that encourages prospective buyers to use Ledcor's LEED certification. Make sure to include previous building that Ledcor has built as well as the benefits that having LEED certified building has.
2. Visit the Ledcor website. Scroll down to the middle of the page. The Ledcor Group of Companies was recently recognized as one of Canada's Top 100 Employers. How were they picked as one of the top companies? Design an advertisement that would entice a tradesworker to work for them based on this award.



**Instructions: These projects incorporate a variety of media. Students are encouraged to visit the Industry Spotlight website to explore the information on the company on the site and to visit the company website.**

1. Go to [www.flintenergy.com](http://www.flintenergy.com), click on the SERVICES tab. Go to PRODUCTION SERVICES, find the link FLINT INNER ARMOUR. Read about this exciting new innovation that Flint has developed. Create a radio advertisement that encourages other oil companies to buy this technology from Flint Energy Services. Use the brochure on the right hand side to ensure accuracy of your facts.
2. Flint energy services offers a variety of services throughout Canada and the world. You are to create a PowerPoint presentation that explains all of the services that are available from Flint. Use the website [www.flintenergy.com](http://www.flintenergy.com) for facts, as well as Flint's own brochure which can be found in the SERVICES portion of the website.



# **PART V**

## **Career Investigations**

## **Industrial Construction**



1. Visit [www.industryspotlight.ca](http://www.industryspotlight.ca). Go to the 'Careers' tab. Find the heading "Industries". Choose the Industrial Construction Industry. Choose one of the jobs that is listed (left hand side). Using any type of media that you like, and using the links that are provided through Industry Spotlight website and research the following:

For this career choice, answer the following questions:

1. What classes do you need to take in high school?
2. What courses do you need to complete in Post Secondary?
3. What is the average salary?
4. What are the opportunities for advancement?
5. Which companies are willing to hire you
6. Roles and responsibility of your choice

2. Visit [www.industryspotlight.ca](http://www.industryspotlight.ca). Choose one of the careers and map out the next 10 years of your life starting now. What are your goals for the future in regards to this career? What possible problems might you encounter? What types of training will you need? Which post-secondary will you have to attend if any?

Once you have completed this portion of the research, Create a PowerPoint project that outlines each step that you will take in order to achieve this goal.

3. Watch the Industrial Construction DVD, and go to 'find out more'. Choose a stage in a Career Path. These career paths can also be found on the website. Using the website [www.industryspotlight.ca](http://www.industryspotlight.ca), research the responsibilities of this stage. Create a poster that explains what the job is, its roles and responsibilities. Make sure to list the prior steps that one needed to go through in order to get to this stage. Make sure to list the opportunities for the future that this stage can bring.

4. Choose a partner. Choose one of the companies that was featured on the Spotlight Industry's Industrial Construction DVD. Using the links provided at [www.industryspotlight.ca](http://www.industryspotlight.ca), you are asked to create a mock interview. One of you will be the interviewer for the company; the other will be the potential employee.

- Interviewer- create a series of 8 questions that reflect the values that your company is looking for. Ask in depth questions about the potential employers work habits, previous schooling and experience. Make sure to ask what the employee knows about the industry and how they acquired this knowledge.
- Employee- be prepared. Also have a set of questions for your employer asking about on-site training, Health and Safety issues and benefits. Make sure that your potential employer knows that you are focused and want to choose the right company for the right reasons.

You will be asked to film this project or perform it in front of the class. Make sure to dress appropriately as this is a job interview. At the end you will both decide whether or not to offer the job to the candidate. The candidate then must decide whether or not they want to take the job.





**Assessments**

**Industrial Construction**



