

Using CASCAID products to support the framework for careers, employability and enterprise education

The CDI Framework provides an effective structure for the delivery of careers, employability and enterprise education.

Supported by leading careers guidance professionals, the framework is designed to help schools plan the delivery of careers, employability and enterprise education that enables students to develop the knowledge and skills necessary to make effective decisions and manage their career.

While there is no longer a legal requirement for careers education specifically, the Department for Education and Ofsted have both highlighted the important role that an effective careers education programme has in enabling schools to deliver their legal duty to provide careers guidance.

The framework consists of 17 areas of learning. There are also learning outcomes, which help to deliver these areas of learning, designated for each key stage.

CDI Framework

Area of learning	How CASCAID products can help
Developing yourself through careers, employability and enterprise education: Self-awareness	Our programs help students understand their own interests, skills, aspirations and preferences and how these relate to the choices that they have now and in the future. We recognise the importance of students understanding themselves before they can make decisions.
Developing yourself through careers, employability and enterprise education: Self-determination	We underpin our programs with transparency so that students can see how they relate to the options that they have. Because they can see how, as an individual, they relate to different options. Students can understand what they need to do if they want to consider the suitability of different possibilities.
Developing yourself through careers, employability and enterprise education: Self-improvement	With our transparent approach, students can determine what they need to do to change and/or improve their options. We enable students to see how they relate to different options and what is necessary to succeed, showing them targeted areas for self-development.
Learning about careers and the world of work: Exploring careers and career development	Career exploration is at the heart of all of our programs. Students are encouraged to use their own interests, motivations, skills and preferences as a starting point for discovery. We give students the opportunity to get factual information as well as opinions and real experiences of different careers from people who have experienced different careers development paths.

Learning about careers and the world of work: Investigating work and working life	Our programs include people's real working life experiences. They share their progress as well as what they like and dislike about their careers, helping students to gain insight into what different careers are really like.
Learning about careers and the world of work: Understanding business and industry	We aim to show students careers in a variety of industries and sectors. We illustrate how roles fit together within an organisation and highlight how roles may differ across sectors and industries.
Learning about careers and the world of work: Investigating jobs and labour market information	We aim to help young people make realistic decisions by including job prospect information.
Learning about careers and the world of work: Valuing equality, diversity and inclusion	We try to challenge career and workplace stereotypes within our program. We show positive examples wherever possible, which encourage young people to think about their preconceptions. We also include information on equal opportunities to increase the student's knowledge of the impacts of discrimination. Support resources focussing on stereotyping are also available.
Learning about careers and the world of work: Learning about safe working practices and environments	Our career information refers to relevant health and safety practices for each career, helping students to understand that there are procedures and obligations that they will be responsible for in different careers.
Developing your career management and employability skills: Making the most of careers information, advice and guidance	We structure our products to make them as useful as possible to young people. We aim to engage them in exploration of careers and help them to see the value of IAG by giving them quick and easy access to what they need, dictated by their motivation. We signpost students to other sources of IAG.
Developing your career management and employability skills: Preparing for employability	Our programs highlight the skills that employers are looking for helping young people to understand how they need to develop in order to be more employable.
Developing your career management and employability skills: Showing initiative and enterprise	Exploring careers helps students to develop their own initiative. They lead their own journey of discovery, developing valuable personal skills at the same time as learning about their options. Our programs highlight opportunities for entrepreneurialism.
Developing your career management and employability skills: Developing personal financial capability	Our programs include a wealth of information in relation to learning and training choices and the financial implications. We also include up to date salary information which can be used to help students develop an understanding of income and expenditure.
Developing your career management and employability skills:	Our programs aim to reflect the full range of options that a

Identifying choices and opportunities	young person has available to them. We illustrate the different pathways into careers and identify the benefits associated with different options. This helps young people evaluate the options that they have at each transition phase.
Developing your career management and employability skills: Planning and deciding	All of our programs include an action plan which encourages students to plan their journey. We also provide impartial information to help them decide on the best next-step for them.
Developing your career management and employability skills: Handling applications and interviews	We provide information on applying for jobs and courses and interviews. We also include practical tool like a CV builder to help students understand how to effectively communicate their experience and skills.
Developing your career management and employability skills: Managing changes and transitions	We provide information to support each transition phase and our programs are specifically designed to support students at junctures where they need to manage changes.

You can find out more about the framework here:
www.thecdi.net/write/BP385-CDI_Framework-web.pdf

Learning outcome	How CASCAID products can help
Describe what you are like, what you are good at and what you enjoy doing	Paws in Jobland includes a quiz which asks pupils what they like and uses this information to highlight places where they might like to work in the future. Paws in Jobland Worksheet 5 provides supporting activity.
Talk positively about what you look after yourself and make things happen	Pupils can use the information that they discover in Paws in Jobland to help them articulate their interests, what they like to do and how they approach challenges. Paws in Jobland Worksheet 2 provides supporting activity.
Identify what you like about learning from careers, employability and enterprise activities and experiences	Paws in Jobland worksheets provide activities where pupils can record what they have learnt and what they have found valuable. Paws in Jobland Worksheet 14 provides supporting activity.
Be aware that people's careers are different and they develop in different ways	Paws in Jobland includes interviews with people who do different jobs.

	Paws in Jobland Worksheet 12 provides supporting activity.
Be aware that people feel differently about the different kinds of work they do	The descriptions given by the people interviewed in Paws in Jobland can be used to prompt discussions about attitudes towards work. Paws in Jobland Worksheet 4 provides supporting activity.
Describe a local business, how it is run and the products and/or services it provides	Pupils can be encouraged to think of local businesses that could be represented by the places that they explore in Paws in Jobland. Pupils could use the information from Paws in Jobland to describe what they think takes place in local businesses and other organisations.
Describe the main types of employment in your area: past, present and emerging	Pupils can use the workplaces highlighted in Paws in Jobland as the basis of research into what jobs have been available in their community in the past.
Be aware that we have the same rights, duties and responsibilities when it comes to treating people fairly	Pupils can be encouraged to picture themselves in different jobs that they discover in Paws in Jobland. With the help of the worksheets pupils can discuss any reason that they feel that certain learning or work opportunities aren't available to them.
Know how to keep yourself safe when you are working and what the law says to protect workers from being exploited	Pupils can be encouraged to investigate the law in relation to young workers and can be encouraged to discuss why those laws exist. Pupils can investigate what health and safety precautions and risks apply to different jobs that they have discovered in Paws in Jobland. Paws in Jobland Worksheet 17 provides supporting activity.
Be aware of the help that is there for you and how to make good use of it	Pupils can identify the people in their community that can help them using examples from within Paws in Jobland.
Identify key qualities and skills that employers are looking for	Pupils can use the interviews in Paws in Jobland to think about what skills and qualities the employers who recruited those people were looking for. Pupils can take turns interviewing each other for different jobs that they have discovered in Paws in Jobland. Paws in Jobland Worksheet 6 provides supporting activity.
Show that you can use your initiative and be enterprising	Pupils could be encouraged to think about ideas for

	a 'business' that they could run to raise money for a good cause. They could use the quiz in Paws in Jobland to help them think about what role in the business would best suit them.
Show that you can make considered decisions about saving, spending and giving	Pupils could be encouraged to research what people earn in the different jobs that they have discovered in Paws in Jobland. They can then create a personal budget and list of expenditures for themselves if they were employed in that job.
Know how to make good use of information about post-primary options for you	Pupils can think about how what they will learn at secondary school will help them in their future. Pupils can use the interview skills that they have practised, to plan what they would ask if they could interview someone from a secondary school.
Know how to make plans and decisions carefully	Pupils can take an example of one of the people who appear in Paws in Jobland and discuss the decisions that person might have made since they were at school. They can discuss how they might have made other decisions and what might have happened if they made a different choice.
Know how to make a good impression when you want people to choose you	Pupils could write a letter to apply for a job in the career they would like to do. They can also interview each other for a job and discuss what they need to do to make a good impression.
Know how to handle transitions including those that are challenging	Pupils can choose one of the people featured within Paws in Jobland and think about how they might have felt as they prepared to start their job for the first time. Pupils can then think about how they feel about doing something for the first time such as starting secondary school.

Learning outcome	How CASCAID products can help
Describe yourself, your strengths and preferences	Launchpad enables students to discover, explore and understand their skill strengths. Students can use the outcome of the Launchpad skills assessment to better understand themselves. The Launchpad action plan helps students build a plan based on their preferences, enabling them to set goals for their personal development.
Tell positive stories about your wellbeing, progress and achievement	The Launchpad action plan encourages students to record their achievements and set goals to develop themselves further. Students can find out what they could achieve in

	terms of qualifications and future careers via Launchpad's career and subject information.
Explain how you have benefited as a learner from careers, employability and enterprise activities and experiences	The Launchpad action plan enables students to identify and record career learning activity. It also encourages them to set goals to develop their learning and knowledge of careers further.
Describe different ways of looking at people's careers and how they develop	Launchpad Case Studies show real experiences of different people in a range of careers, covering how they got into the career and how they have progressed.
Identify different kinds of work and why people's satisfaction with their working lives can change	Launchpad includes opinions from people in a range of occupations covering what they like and dislike about their careers
Describe the organisation and structure of different types of businesses	Information in Launchpad can be used as the basis for students to explore the role in different industries. The information can also form the basis of an activity where students research the roles within an organisation they might want to work in the future.
Be aware of what job and labour market information (LMI) is and how it can be useful to you	Launchpad enables students to explore information in relation to different occupations. It includes information on salaries etc as well as the key features of different jobs.
Identify how to stand up to stereotyping and discrimination that is damaging to you and those around you	Launchpad includes information, photos and videos that challenge stereotyping. In addition we have created a lesson activity with accompanying teacher guidance to highlight stereotyping in relation to careers.
Be aware of the laws and by-laws relating to young people's permitted hours and types of employment; and know how to minimise health and safety risks to you and those around you	Information from Launchpad can be used to explore these concepts, particularly in relation to health and safety. For example students can be allocated a career from Launchpad and tasked with identifying what health and safety implications there are for the career.
Identify and make the most of your personal networks of support, including how to access a wide range of careers information, advice and guidance and distinguish between objectivity and bias	The Launchpad action plan encourages students to set goals and to think about the people and resources that can help them.
Recognise the qualities and skills that help to make a young person employable and provide evidence for those you have demonstrated both in and out of school	<p>The career and subject details within Launchpad highlight the skills needed. Launchpad also links school subjects to careers so that students can see how what they are learning relates to their future employment options.</p> <p>My Life within Launchpad helps students to demonstrate the activities that they have been involved with and encourages</p>

	them to identify what skills they have developed through these activities.
Recognise when you are using the qualities and skills that entrepreneurs need	The My Life section helps student attribute value to the skills they have demonstrated.
Show that you can manage a personal budget and contribute to household and school budgets	Information on salaries within Launchpad can be used as the basis for activities which introduce the concept of budget and financial planning.
Know how to look systematically at the choices and opportunities open to you when you reach a decision point	Launchpad is designed to help students make informed choices about KS4 subjects. Students can analyse how well their skills relate to different subjects which helps them focus on the skills they need to improve to be successful. Students can also use their skills analysis to help make decisions about subject options.
Know how to negotiate and make plans and decisions carefully to help you get the qualifications, skills and experience you need	The Launchpad action plan helps students create a plan to focus on what they need to do to achieve their career, subject and skill goals.
Know how to prepare and present yourself well when going through a selection process	Launchpad encourages students to understand and express their skills and achievements.
Show that you can be positive, flexible and well-prepared at transition points in your life	Using Launchpad, students can plan their next-steps as they prepare to transition to KS4 but can also be used to introduce the concept of contingency planning by enabling them to explore the wide range of careers that their KS4 subjects can lead to.

For more information on Launchpad visit www.cascaid.co.uk/launchpad

Learning outcome	How CASCAID products can help
Recognise how you are changing, what you have to offer and what's important to you	Kudos enables young people to discover careers which suit their personal interests and aspirations. It helps them analyse their feels about different work factors and illustrates how their preferences relate to their future options.
Explain how you use positive versions of your own story to manage your wellbeing, progress and achievement	Kudos encourages students to set goals to help them achieve their aspirations. The Action Plan enables them to collect careers that they are personally interested in and describe what they need to do to help them progress.

Review and reflect upon how you have benefited as a learner from careers, employability and enterprise activities and experiences	Within Kudos students are encouraged to explore and reflect on why certain careers might be suited to them. The Action Plan within Kudos helps students to review their plans and choices.
Explain key ideas about career and career development	Kudos includes real-life case studies and videos that illustrate the career development of a wide range of individuals. Information is also included on the different routes into careers and progression when in an occupation. This can be used by students to explore different options for themselves.
Explain how work is changing and how this may impact on people's satisfaction with their working lives	Kudos case studies include personal opinions of how they feel about their careers. They cover what individual like and dislike about their career and the challenges that they face.
Explain different types of businesses, how they operate and how they measure success	Within Kudos, students can develop an understanding of the different types of organisations that offer opportunities for each occupation. Students can explore how different roles relate to each other within organisations in different sectors.
Be able to find relevant labour market information (LMI) and know how to use it in your career planning	Kudos includes up-to-date, impartial careers information and LMI. Students can discover what is involved in each career, what the job prospects are, how to get into the career, what progression opportunities there are and what employers are looking for. Kudos lesson activities encourage students to explore and help them to understand how to use the information to plan their own career.
Recognise and challenge stereotyping, discrimination and other barriers to equality, diversity and inclusion; and know your rights and responsibilities in relation to these issues	Kudos presents information and ideas without bias. The program also includes examples which challenge vocational stereotypes and illustrate positive examples which encourage students to reassess preconceptions about who can do certain roles. The program also includes extensive information on equal opportunities which can be used to prompt discussion on legislation, rights and responsibilities.
Be aware of your responsibilities and rights as a student, trainee or employee for following safe working practices	With Kudos there is information on health and safety in relation to specific roles. This can be used as a basis for helping students to think about their responsibilities for health and safety now and in the future.
Build and make the most of your personal networks of support including how to identify and use a wide range of careers information, advice and guidance and distinguish between objectivity and bias	Kudos user guides and other support resources help young people to make best use of the information and guidance tools within the program. The Action Plan encourages students to set goals including talking to people that they know about their options. Kudos also signposts students to other sources of IAG where appropriate.

<p>Show that you are continuing to develop the qualities and skills you will need to improve your employability</p>	<p>Kudos highlights the skills and qualities that employers are looking for in each occupation. The Action Plan helps students to think about the skills that they need to develop to be successful.</p> <p>The CV builder with Kudos helps students to think about and practice how they will demonstrate their skills to an employer.</p>
<p>Show that you can be enterprising in the way you learn, work and manage your career</p>	<p>Students can use the career ideas that are presented in New Kudos to help to decide what role they should take on in any school based enterprise activities such as mock businesses.</p>
<p>Show that you can manage your own money, understand personal financial documents and know how to access financial support for further study and training</p>	<p>Kudos helps students understand and explore finance in relation to study options.</p> <p>Each occupation also includes salary information. Students can use this to start planning their imaginary future personal budget – encouraging them to explore what their outgoings in the future might be.</p>
<p>Be able to research your education, training, apprenticeship, employment and volunteering options including information about the best progression pathways through to specific goals</p>	<p>Kudos provides the resources for each individual student to explore the various progression routes into careers. Students can review academic and vocational options and evaluate which options best suit them. Kudos includes information on Apprenticeships and Volunteering, including videos of young people discussing the pathways that they have chosen.</p>
<p>Know how to make plans and decisions carefully including how to solve problems and deal appropriately with influences on you</p>	<p>The Kudos Action Plan provides students with a structure for planning their future. There is also detailed objective information on personal choices in relation to learning, training and career decisions which help student to evaluate their options.</p>
<p>Know your rights and responsibilities in a selection process and the strategies to use to improve your chances of being chosen</p>	<p>Kudos includes information specifically targeted at young people who are entering the labour market, highlighting their legal rights. The CV Builder helps students to recognise how to 'sell' themselves to an employer as part of the selection process. Within the career information, young people can discover the qualities and skills that employers are looking for.</p>
<p>Review and reflect on previous transitions to help you improve your preparation for future moves in education, training and employment</p>	<p>Students can be encouraged to think about the previous decisions that they have made in relation to learning (e.g. GCSE subject choice) and evaluate how those decisions have impacted on their future options, using Kudos to evaluate how decisions fit into future progression plans.</p>

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Learning outcome	How CASCAID products can help
Assess how you are changing and be able to match your skills, interests and values to requirements and opportunities in learning and work	Kudos HE analyses student’s skills, interests, aspirations and preferences to provide them with career ideas that match them. Students can evaluate their results to help them understand how they relate to different opportunities.
Reflect on the positive elements in your career story to show the responsibility you are taking for managing your own progress, achievement and wellbeing	Kudos HE provides students with a framework to think about their own achievements and record how their experiences have helped them develop skills and knowledge that will benefit them now and in the future. Students are encouraged to use this as an evidence base for applications, for example as part of a UCAS Personal Statement. Kudos HE also includes a tool to help students structure their personal statement.
Be proactive in taking part in careers, employability and enterprise activities and assessing the benefits to you as a learner	Kudos HE encourages students to record and review the benefits of the activities that they have undertaken and helps them to evidence the impact that it has had on their personal development.
Reflect on changing career processes and structures and their effect on people’s experience and management of their own career development	Kudos HE includes real-life case studies and videos that illustrate the career development of a wide range of individuals. Information is also included on the different routes into careers and progression when in an occupation. This can be used by students to explore different options for themselves.
Recognise the personal, social and economic value of different kinds of work and be critically aware of key debates about improving people’s satisfaction with their working lives in the future	The case studies in Kudos HE includes people’s personal accounts of their own careers helping students to understand the different values and motivations that people have in relation to work.
Explain how what businesses do, the way they operate and the way they measure success is changing	Young people can explore in Kudos HE the different organisations that employ people in each occupation.
Be able to draw conclusions from researching and evaluating relevant job and labour market information (LMI) to support your future plans	Kudos HE provides a strong foundation to enable students to evaluate factual and subjective information on careers. They can use this to evaluate their options and make informed decisions about what to do next in relation to careers and courses.
Reflect critically on the ethical, legal and business case for	Kudos HE presents information and ideas without bias. The

<p>equality, diversity and inclusion in the workplace and the implications for your behaviour and others</p>	<p>program also includes examples which challenge vocational stereotypes and illustrate positive examples which encourage students to reassess preconceptions about who can do certain roles.</p> <p>The program also includes extensive information on equal opportunities which can be used to prompt discussion on legislation, rights and responsibilities.</p>
<p>Recognise different levels of risk and understand your responsibilities and rights as a student, trainee or employee for observing safe working practices</p>	<p>With Kudos there is information on health and safety in relation to specific roles. This can be used as a basis for helping students to think about their responsibilities for health and safety now and in the future.</p>
<p>Develop and make the most of your personal networks of support and show that you are a proactive and discerning user of careers information, advice and guidance</p>	<p>Within Kudos HE there is the mechanism for students to plan who can help them with their career plan via the action plan.</p>
<p>Explain how you are developing your employability to meet your own expectations and the expectations of employers and co-workers</p>	<p>The skill check within Kudos HE provides a process for students to identify the skills that they need to improve and identify goals to achieve that improvement. Kudos highlights the skills and qualities that employers are looking for in each occupation.</p> <p>The CV builder with Kudos helps students to think about and practice how they will demonstrate their skills to an employer.</p>
<p>Develop and apply enterprising qualities and skills in your approach to learning, work and career planning</p>	<p>Students can use the career ideas that are presented in Kudos HE to help to decide what role they should take on in any school based enterprise activities such as mock businesses.</p>
<p>Show how you have developed your personal financial capability to improve the future decisions you need to take about everyday living, further study, training and work</p>	<p>Kudos HE helps students understand and explore finance in relation to study options. Each occupation also includes salary information. Students can use this to start planning their imaginary future personal budget – encouraging them to explore what their outgoings in the future might be.</p>
<p>Be able to research and evaluate progression pathways and return on investment for the higher and further education, training, apprenticeship, employment and volunteering options that are open to you</p>	<p>Kudos HE provides the resources for each individual student to explore the various progression routes into careers. Students can review academic and vocational options and evaluate which options best suit them. Kudos HE includes information on Higher Education, Apprenticeships and Volunteering, including videos of young people discussing the pathways that they have chosen.</p>
<p>Know how to make career enhancing plans and decisions</p>	<p>The Kudos HE Action Plan provides students with a structure for planning their future. There is also detailed objective information on personal choices in relation to learning, training and career decisions which help student to evaluate their options.</p>

<p>Know how to prepare for, perform well and learn from you participating in selection processes</p>	<p>Kudos HE includes information specifically targeted at young people who are entering the labour market, highlighting their legal rights. The CV Builder helps students to recognise how to 'sell' themselves to an employer as part of the selection process. Within the career information, young people can discover the qualities and skills that employers are looking for.</p>
<p>Know how to develop and use the strategies which will help you to deal with the challenges of managing your career transitions</p>	<p>Students can be encouraged to think about the previous decisions that they have made in relation to learning (e.g. A 'level choice) and evaluate how those decisions have impacted on their future options, using Kudos HE to evaluate how decisions fit into future progression plans.</p>





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