



Oklahoma 4-H Youth Development Program

Building Leaders for Tomorrow

Instilling and developing leadership capabilities in youth and adults.

Age Level – Intermediate and Advanced

CONCEPT OR SKILL – (Int.)

Celebrate yourself – confidence, self-respect, identifying strengths and weaknesses and how to use to your advantage.

(Adv.) Opportunities to develop and apply skills at developmental level of 15-19 year old (Resume, applications, etc.).

LIFE SKILL(s) – (Int.) **Health** – Self-esteem, Character; **Heart** – Accepting Differences

(Adv.) **Head** – Record Keeping; **Hands** – Self-Motivation, Marketable Skills; **Health** – Healthy Lifestyle Choices; **Heart** – Concern for Others, Conflict Resolution

BEHAVIORAL INDICATOR – (Int.)

Concerned about physical development, preoccupation with the body and belonging.

(Adv.) Are beginning to think of leaving home for college, employment, etc.

ACTIVITY 2: “Best Product Ever”

Things to Know:

One goal of 4-H is to provide youth with opportunities to develop skills that help them mature into valuable citizens participating in community. Among other skills, youth develop proficiencies in leadership, communication and teamwork. While the development of these skills may be apparent to adults, youth often have difficulty in recognizing their own talents. It is beneficial to youth of all ages to learn to recognize their positive characteristics and share those with others. Being able to market oneself is an important life skill that is needed when applying for or interviewing for a job and/or college. The more practice youth have in identifying their skills, the more marketable they will be to potential employers and institutions.

We see advertisements everywhere we look. Companies are trying to sell us products by means of commercials, billboards, posters and other means. This activity asks youth to consider how they would advertise their own strengths and skills and teaches them the importance of displaying personal confidence.



Materials Needed: An individual’s project needs will vary: general art supplies (poster board, crayons, markers, glue, glitter, etc.), an audio recording device (for radio advertisements) and video camera (for television advertisements).

Do: Tell your group that in the future, the only way people communicate is through advertising. Therefore, each group member needs to create an advertisement (a magazine, newspaper or electronic advertisement, a poster, a billboard sign, a brochure, a radio or television commercial, etc.) to convince possible “buyers” of their best qualities. This project may take more than a single meeting. A variation of this activity is to permit members to “hire” themselves out to other youth who may need their help. This allows individuals to work together for part of the project as a team. For example, one member might want to hire an artist to help with a visual advertisement. If a member has decided to film a commercial, he or she will need the help of a cameraperson, a cue card holder, etc. This will teach youth to rely on others, as well as take advantage of the talents of others and resources around them.



Reflect: Display the final products and give the group time to view each others work. Ask the participants to reflect on the abilities each person brings to the table and success of the club.

- 1) What did you learn about each person through reviewing their advertisement?
- 2) What talents and experiences does that person have that will benefit the club? How could that person's talents/skills best serve the club?
- 3) What did you personally learn from this experience (creating and reviewing)?
- 4) Who enlisted the help and talents of others? What was the result? How did the product differ from those who worked alone?
- 5) If you worked as a group, what did you learn from the experience?
- 6) Do you believe everyone has something to learn, as well as something to teach? How? It may be helpful for younger age groups to see a list of everyone's talents to help them understand differences and similarities. Older age groups may want to use this debriefing period to discuss resume building or college applications.

Apply:

- 1) After seeing all of the advertisements, how would you approach the project differently?
- 2) When would you need to "sell yourself"?
- 3) Would you advertise differently for a club election than you would for a job interview?
- 4) What are ways you advertise yourself for a job?
- 5) Can you think of a time when someone else tried to sell them self to you? (For example: the Presidential elections) Did it work? Why or why not?
- 6) What are ways we advertise and market ourselves each and everyday? Is it the image we want people to have? What are things you can do to communicate a different message?