

# Functional Skills English

## Student Logbook

- Writing
- Speaking and Listening

Level 2

## Dragons' Den

Formal persuasive letter – writing assessment

Sales pitch - speaking and listening assessment  
(activity 2 – presentation)

Candidate Name \_\_\_\_\_

Centre Name \_\_\_\_\_

Registration Number \_\_\_\_\_

# Functional Skills English: writing assessment

Formal persuasive letter - Dragons' Den Pitch

Name \_\_\_\_\_ Date \_\_\_\_\_

## Writing assignment (and pitch research)



### Scenario

You have a fabulous new invention are going to apply to Dragons' Den.

As part of the application you have to write a persuasive letter to the BBC explaining what your invention is and why you should be given a chance to pitch your invention to the Dragons!

### The letter must be addressed to:

Dragons' Den, 1st Floor, Dock House. MEDIACITY UK. Salford. M50 2BH

### Activity

Use the handout on page 3 to select an invention.

Write a persuasive letter to the BBC, promoting your invention.

### Points to consider:

Target audience  
Characteristics of persuasive text  
Use of language

### You will be marked on:

Creativity  
Powers of persuasion  
Spelling and grammar  
Correct layout

Image source: <http://www.bbc.co.uk/programmes/b006vq92>

## Functional Skills English: writing assessment

Formal persuasive letter - Dragons' Den Pitch

Name \_\_\_\_\_ Date \_\_\_\_\_

# Inventions – Ideas Sheet

# Functional Skills English: writing assessment

Formal persuasive letter - Dragons' Den Pitch

Name \_\_\_\_\_ Date \_\_\_\_\_



**Plan and draft your letter here.**

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## Speaking & listening assessment

### Assessment guidelines

Level 2 Speaking, listening and communication consists of **two** activities.

One must be on a familiar topic, and one must be on an unfamiliar topic.

1. Discussion
2. Presentation

This logbook is for recording your work towards Activity 2.

### Activity 2 Presentation

You must prepare a short talk or presentation on a **familiar** topic

You will need to demonstrate the following skills in the presentation.

- presenting information and ideas clearly
- presenting information and ideas persuasively to others.

#### Scenario:

You have created a fabulous new invention and have applied to Dragons' Den. A few weeks later, you receive the following email from the BBC.

#### Congratulations

*After carefully consideration, it gives me great pleasure to inform you that your application to appear on Dragons' Den has been accepted. You will now need to create a professional presentation suitable for the Den.*

### Activity

- Based on your previous research and your persuasive letter, create a presentation about your new invention.

### Points to consider:

- Your audience
- Use of language
- How you introduce the topic
- How you present information and ideas
- How you give your own point of view
- How you make conclusions / recommendations.

### Timing of presentation (excluding preparation time)

- You should allow about **10** minutes.
- The combined total time for **both** activities **must not** exceed **30** minutes.

## **Dragons' Den Presentation**

### **Research – persuasive style (complete all sections)**

**Consider effective persuasive style. Why is it important?**

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Now watch the following pitch/presentation for 'Magic Whiteboard'.

<http://www.youtube.com/watch?v=ol4Y9JkCOCc> (approx. 2 mins)

[http://www.youtube.com/watch?v=\\_QvguJJNilA](http://www.youtube.com/watch?v=_QvguJJNilA) (approx. 9 mins – original Den pitch)

**Take notes and write down the key features used to persuade the Dragons.**

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**Discuss your observations with a partner or in a small group.**

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## **Dragons' Den Presentation**

### **Preparation – your invention**

**Which invention did you chose to 'pitch'?**

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**Why should the Dragons' invest in your invention?**

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**Who is your target audience of your invention?**

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**What is the cost of manufacture of your invention and what will you sell it for?**

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**Additional notes:**

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## Dragons' Den Presentation

### Entering the Den



**Complete the following questions before you start drafting your presentation:**

What do you want to achieve from your presentation? To inform, persuade, explain or entertain?

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Who is your audience?

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How will you make it relevant to them? Consider tone, language and level of knowledge.

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What is your key message?

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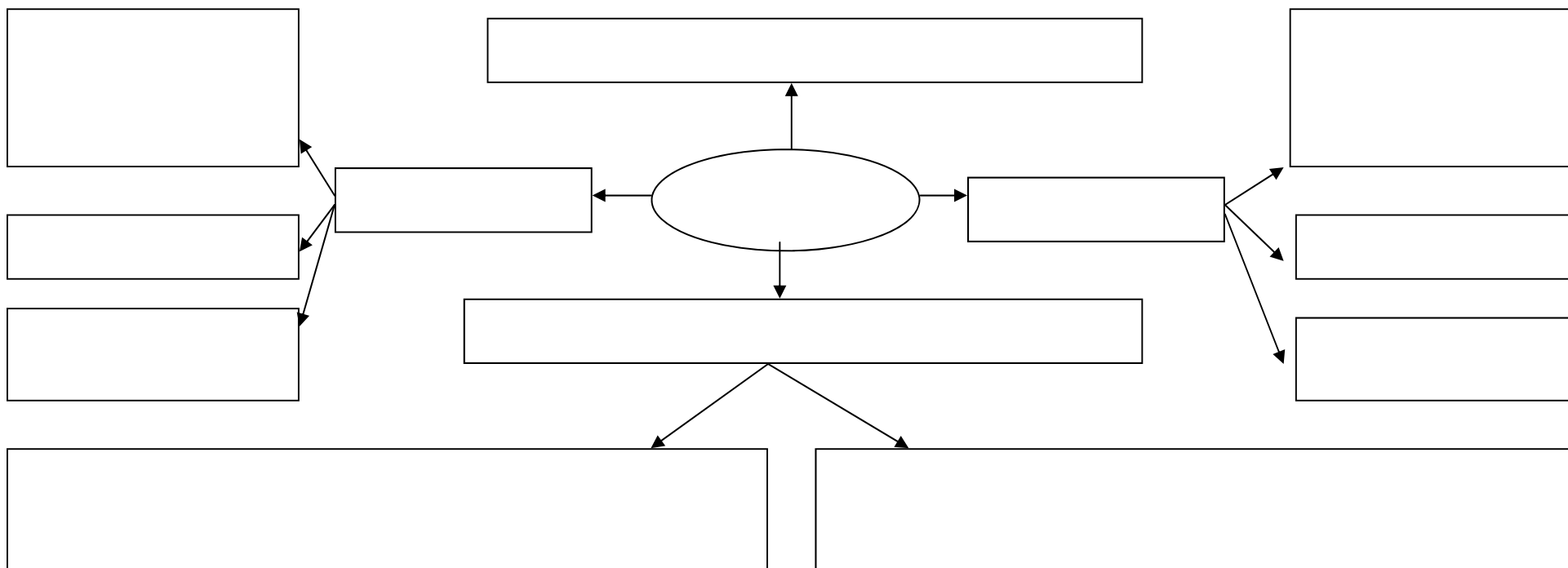
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## Dragons' Den Presentation

Use the following pages to show evidence of planning and drafting your presentation.

You may prefer to use a computer to plan. Please attach a print out of any work you complete on the computer.

**Mind map of ideas**



**Summary:**

**Key words:**

## Dragons' Den Presentation

### Organise a persuasive speech / presentation

**Which persuasive techniques will you include in your speech?**

**Asking your listeners a question**

*Would you like it if.....?*

**Using exaggeration**

*If this happens, I'll go wild!*

**Involving facts or numbers to support your ideas**

*75% of children think that.....*

**Sentences with groups of 3 adjectives**

*Television is fab, fun and informative.*

**Words that involve emotions or feelings**

*Poor helpless animals suffer when they are abandoned.....*

**Repeating phrases using pronouns**

*We have listened. We have learned. We have tried to make things better.*

Introduction. Who are you? Why are you making this speech / presentation?



What is your first point?



What is your next point?



What is your third point?



Conclusion. What is the final point that you want your listeners to hear from you?



## **Dragons' Den Presentation**

### **Reflective account (to complete after your pitch).**

What do you feel that you contributed to this activity?

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What went well?

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What didn't go so well?

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What would you change/amend if you were to do this again?

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## Marking criteria - to be completed by tutor

|   |  |   |
|---|--|---|
| <b>Aim</b><br>Planning and preparing a presentation and interaction with the audience.<br><b>Mission Objective(s)</b><br>Plan, prepare and give a well-organised presentation, tailored to your audience.<br>Listen carefully and respond to questions from your audience.. | <b>Dragons' Den Pitch Success Criteria</b> | ✓ |
|   | Participated in activity                   |   |
|   | Recorded activity notes                    |   |
|   | Successful pitch?                          |   |
|   | Completed your reflective account          |   |

| Level 1:  | Completed: | Level 2:   | Completed: |
|---|------------|--|------------|
| Presented information clearly.  |            | Present information and ideas clearly to others.   |            |
| Presented information / points of view in appropriate language.         |            | Present information and ideas persuasively (e.g. use of supporting statements, evidence, etc.) |            |
| Prepared for and contributed to a formal discuss of ideas and opinions. |            | Give relevant and cogent responses in appropriate language.                                    |            |
| Responded to others input.  |            | Adapted contributions to suit audience, purpose and situation.                                 |            |

### Tutor comments and signature

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# Student Pack: Functional Skills English S, L & C.

Formal Presentation with familiar context - Dragons' Den Pitch

## Functional Skills English Level 2 – sample Speaking, listening and communication assessment record sheet\*

Formal  Informal  Unfamiliar  Familiar

Familiar topic of discussion Create a presentation. Select a new invention and pitch it to the 'Dragons' in a persuasive manner.

A tick in the box indicates that the assessor has confirmed that the candidate has adequately demonstrated the criterion.

**Candidate name:**

**Centre name:**

| Confirm that the candidate:  | Tick box                 | Write down some an example to show that the candidate has demonstrated each skill. |
|--|--------------------------|--|
| Considered complex information and gave a relevant cogent response in appropriate language       | <input type="checkbox"/> |  |
| Presented information and ideas clearly to others  | <input type="checkbox"/> |  |
| Presented information and ideas persuasively (e.g. use of supporting statements, evidence, etc.) | <input type="checkbox"/> |  |
| Adapted contributions to suit audience, purpose and situation                                    | <input type="checkbox"/> |  |
| Made significant contributions to discussions, <b>helping to move discussion forward</b>         | <input type="checkbox"/> |  |
| <b>Took on a range of roles</b>  | <input type="checkbox"/> |  |
| <b>Candidate has demonstrated competence</b>   | <b>Overall comments:</b> |  |
| <b>Candidate has not yet demonstrated competence</b>   | <b>Overall comments:</b> |  |
| <b>Assessor name</b>   | <b>Signature</b>         | <b>Date marked</b>   |
| <b>Internal verifier (if sampled)</b>  | <b>Signature</b>         | <b>Date marked</b>   |
| <b>External verifier (if sampled)</b>  | <b>Signature</b>         | <b>Date marked</b>   |

\*Style of assessment sheet will vary with each awarding body.