Title	Trust, integrity, and confidence.

Level	Year 11-13

Curriculum Focus	

Key Understandings/ Guiding Questions
What is trust? How does trust affect your confidence in a company or product? What is Integrity? What is the relationship between trust, confidence and integrity?

Lesson Outline

Connecting			
Timing	Students will Be...	Teacher Will Be	Resources Required
5 mins	Assessing Images of faces, and deciding who they trust and why.	Showing Images via powerpoint or flashcards	Trusted faces powerpoint or flash cards
Notes/ Reflection			

Activating			
Timing	Students will Be...	Teacher Will Be	Resources Required
10 2 10	1. Read Article "A matter of ethics". Discuss how financial scandals affect people's trust and confidence in an organisation. 2. Individuals complete the phrase "For a business to have integrity it must...." 3. Look at corporate responsibility pages from websites to discuss how various brands try to promote trust and confidence in their products and services.	Leading a discussion from examples delivered on line or via printed sheets	List of websites, website print-outs
Notes/ Reflection			

Demonstrating			
Timing	Students will Be...	Teacher Will Be	Resources Required
15	EITHER Prepare a diagram showing the relationship between trust, integrity and confidence giving examples OR Produce a spider diagram of the ways in which a [chosen] brand attempts to gain your trust.		Large format paper, or inspiration or other mind mapping software
Notes/ Reflection			

Consolidating			
Timing	Students will Be...	Teacher Will Be	Resources Required
5 5	Create a 3,2,1, Block Review 1 Thing I already knew 2 Questions I still want to ask 3 Most important things I have learned	 Link the work done to the key understandings	321 Block review template
Notes/ Reflection			

Reflection