

COACHING MANUAL



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This manual has been designed to help you get the most out of the WorldSkills UK experience; use this to make sure that your competitors are able to perform to the highest standard.

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The WorldSkills UK Cycle 2014

| | |
|---|------------------------|
| The Skills Show 2013 | 13-16 November 2013 |
| Competencies & Pre Competition Projects released | By January 2014 |
| WorldSkills UK Registration - Many heat dates available - Many competition briefs & test projects available | 10 Feb - 21 March 2014 |
| Passive Stages and Heats Take Place | April - July 2014 |
| WorldSkills UK Finalists Announced | September 2014 |
| The Skills Show 2014 | 12-15 November 2014 |

Establishing your Involvement

To maximise your chance of gaining a place at the WorldSkills UK finals at The Skills Show, it is a good idea to ensure that your organisation has entered as many competitions as possible with competitors of a high standard.

Below is a list of all of the competitions that we run; further information on the competencies that each skill examines is available on our website (<http://www.worldskillsuk.org>). Use this table to record which skills that it would be possible for your organisation to enter this competition, and who the most appropriate person to act as a technical lead for this would be.

| Sector | Competition | Could you enter? | Skill Technical Lead (eg, Head of Department) |
|--------|--------------------------------|------------------|---|
| BE | Bricklaying | | |
| BE | Cabinet Making | | |
| BE | Carpentry | | |
| BE | Electrical Installation | | |
| BE | Environmental Science | | |
| BE | Joinery | | |
| BE | Landscape Gardening | | |
| BE | Painting and Decorating | | |
| BE | Plastering | | |
| BE | Plastering and Drywall Systems | | |
| BE | Plumbing | | |
| BE | Roofing: Bituminous Felting | | |
| BE | Roofing: Sheet Cladding | | |
| BE | Roofing: Single Ply | | |
| BE | Roofing: Slating and Tiling | | |
| BE | Stonemasonry | | |
| BE | Wall and Floor Tiling | | |
| C&CA | Games Development | | |
| C&CA | Jewellery | | |
| C&CA | Popular Music | | |
| C&CA | Video Moving Image | | |
| C&CA | Visual Merchandising | | |

| Sector | Competition | Could you enter? | Skill Technical Lead (eg. Head of Department) |
|--------|---|------------------|---|
| ENG | Aeronautical Engineering Avionic | | |
| ENG | Aeronautical Engineering Mechanical | | |
| ENG | Automotive Body Repair | | |
| ENG | Automotive Technology | | |
| ENG | CNC Milling | | |
| ENG | CNC Turning | | |
| ENG | Construction MetalWork | | |
| ENG | Industrial Control | | |
| ENG | Industrial Electronics | | |
| ENG | Manufacturing Team Challenge | | |
| ENG | Mechanical Engineering: CAD (Advanced) | | |
| ENG | Mechanical Engineering: CAD (Higher) | | |
| ENG | Mechatronics | | |
| ENG | Mobile Robotics (Higher) | | |
| ENG | Mobile Robotics (Open) | | |
| ENG | Sheet MetalWork (Advanced) | | |
| ENG | Sheet MetalWork (Higher) | | |
| ENG | Vehicle Refinishing | | |
| ENG | Welding | | |
| ITBA | IT Software Solutions for Business | | |
| ITBA | IT Support Technician | | |
| ITBA | Network Infrastructure Technician | | |
| ITBA | Network Security | | |
| ITBA | Network Systems Administrator | | |
| ITBA | Web Development (Advanced) | | |
| ITBA | Web Development (Intermediate) | | |
| PS | Aromatherapy | | |
| PS | Beauty Therapy (Advanced) | | |
| PS | Beauty Therapy (Intermediate) | | |
| PS | Culinary Arts | | |
| PS | Floristry (Advanced) | | |
| PS | Floristry (Higher) | | |
| PS | Forensic Science | | |
| PS | Hairdressing (Advanced) | | |
| PS | Hairdressing (Intermediate) | | |
| PS | Health and Social Care | | |
| PS | Media Makeup (Advanced) | | |
| PS | Media Makeup: Fashion and Photographic (Intermediate) | | |
| PS | Nail Art (Advanced) | | |
| PS | Nail Art (Intermediate) | | |
| PS | Nail Enhancements (Advanced) | | |
| PS | Nail Enhancements (Intermediate) | | |
| PS | Patisserie and Confectionery | | |
| PS | Professional Restaurant Service | | |
| PS | Reflexology | | |

The list of competitions to be delivered by Worldskills UK in 2013-14 is subject to alteration.

Pre-Selection Competition Activity

Before registering to take part in a WorldSkills UK heat, it can be helpful to allow competitors to participate in Pre-Competition Activity. This prepares competitors for the competition ahead, and can involve their wider organisation. Competitors who said they had done a significant amount of Pre-Competition Activity scored on average 12% higher than those who said they had done little preparation before the competition.

Pre-Competition Activity can take the form of a competition within one college, training provider or employer, or between multiple organisations. This can:

- Let competitors get a feel for what will be expected of them in a WorldSkills UK competition, whilst still in an environment with which they are familiar.
- Allow a wider number of participants from one organisation to take part in competitive activity, where the rules of WorldSkills UK competitions may prohibit more than 2 or 3 registrations per organisation.
- Allow tutors to identify and address areas of weakness before competitors reach WorldSkills UK heats.
- Ensure that the competitors registered for WorldSkills UK heats are the strongest performers in a competitive environment.

Many organisations that have taken part in, or arranged their own, Pre-Competition Activity have seen some real results in the improvement of standards of their competitors, and in their wider college community:



“Involvement in competitions has allowed some students to work alongside national competition winners, and gain from their experience, and has generated a competitive learning environment for all students, not just the competitors.”

A College Vice Principal





“Hosting pre-competition activities has meant that, at regional and national level over the past 6 years, our college has won a host of gold, silver and bronze medals, and we have had competitors in Team UK in 2009 and 2011. Currently 2 members of Squad UK were originally training at our college.”

**Christian Notley – Tutor and
WorldSkills Training Manager,
Chichester College**



“The stories that competitors tell about their experiences are great, and they loved demonstrating the skills that they achieved. Even if a student doesn’t win a medal at competition, the benefit of the extra training has so many positive outcomes for staff, students and their employers.”

**Christine Vokins –
Competition Judge, Hairdressing and Former
Head of Department, City of Bristol College**



I AM... GETTING STARTED

Building Your Competition: Things to Consider

WorldSkills UK are providing a Pre-Competition Activity Pack for each skill on our website, which may include a sample brief and marking scheme, based on test projects from previous years' competitions. In some instances, these focus on the tasks at which competitors often seem to be the most challenged by.

However, if you would like to adapt these to suit the individual circumstances of your competition, here is some guidance:

The Brief

- Know your audience
 - Who is your Pre-Competition Activity aimed at? What level are they at with their skill? What job role does their course lead to?
- Define your task
 - What are you expecting competitors to achieve at the end of the Pre-Competition Activity?
 - How much time will you give them to complete the task?
 - What materials will they be given to work with, and what equipment may they use?
 - What will the judges be looking for? How, broadly, will the marks be allocated across the tasks, or basic judging criteria?
- Set out your rules
 - Are there any health and safety regulations that your competitors must abide by?
 - Is there anything specific in your skill that you will need to restrict? For example, with competitions based on computers, will competitors be forbidden from using certain parts of the internet?

The Marking Scheme

1) Broadly speaking...

Your brief should give competitors a general understanding of how the competition will be marked, established from what is important and done most frequently in the job role.

2) Break it down

This should then be broken down into specific criteria that can be robustly assessed.

3) Process or Product?

Decide whether you will be looking at the practices employed by the competitors as they are working, or the finished product that they produce.

4) Subjective or Objective?

Depending on the above, decide on how the Pre-Competition Activity will be marked: judgement (subjective) or measurement (objective).

I AM... GETTING ORGANISED

Competition Logistics

As you begin to organise your competition event, you should be taking into account the following factors, to ensure success:

- Where?

Ensure that your Pre-Competition Activity is booked to take place in a suitable location, which can hold the number of competitors who will be taking part, and all their equipment plus any services they may need (running water, power supply, internet connections, etc.) Your venue should also be appropriate to allow any visitors that you invite to be able to experience the competition in an engaging and interactive way.

- When?

It is also worth considering the day, and time of day, on which the Pre-Competition Activity will take place. Will it take place during a week day, or on a weekend? If it is, for example, a popular music competition, would a larger audience be drawn to an evening than an afternoon? Are there any events happening at your organisation, such as an open day, that could be aligned with the competition to encourage further visitor engagement? Would you like other people within your organisation to be able to visit in their lunch break? It may be worth considering whether The Skills Show Experience will be running any events near you that you might like to link your event to.

- Who?

You should establish how many competitors it is possible for you to include in your competition, in terms of time (if they are competing one after each other), space and equipment (if they are all competing at the same time). You should have a register ready before the competition, so that you know who you are expecting, and should ensure that all competitors receive the same briefing materials and joining instructions.

The Benefits of Running Inter-Organisational Competitions

- It allows students/competitors to test their skills against those of their peers before they reach WorldSkills UK competition heats.
- It allows tutors/mentors to assess the strengths and weaknesses of their students/competitors compared to those in other organisations.
- Promotes networking between students/competitors.
- There is a larger audience of interested parties who can be invited to attend your event.
- It allows greater opportunity for marketing and promotion of careers/competitions activity.
- Promotes inter-organisational relationships and working.

- With what?

What equipment and materials will you need to make your Pre-Competition Activity a success? Will the competitors need to bring anything with them, and will you need to specify anything within the briefing materials; for example, for Engineering and IT competitions, will you need to let them know what versions of software will be available to them?

- Insuring Your Venue

Before your Pre-Competition Activity takes place, you will need to ensure that you have the relevant insurance cover for the activities that you will be performing, and that a valid risk assessment has been carried out.

- Staffing

You will need staff and volunteers to help your Pre-Competition Activity run smoothly, to act as scrutineers while competitors are working, and to chaperone any visitors around your organisation's premises.

- Catering for Competitions

You should ensure that you have provided refreshments for your competitors, especially if the competition is due to last for a full day, and if you have invited competitors from external organisations.

- Signage

It is likely that there may be competitors and visitors onsite who are not familiar with their surroundings; you should therefore ensure that you have sign-posted facilities such as toilets, breakout areas and canteens.

Judging

Your Pre-Competition Activity will need a panel of judges to mark the competitors' work. When selecting your judges, you should consider that a judge should:

- Be an expert in the skill.
- Have knowledge of assessment techniques.
- Have understanding of the wider industry surrounding that skill.
- Be impartial.
- Be willing to have their judgment and opinions challenged by the other judges.

- Aligning your judges

If your judges haven't worked together before, it's a good idea to ensure that their expectations and understanding of standards are synchronised with each other – if all the judges have different expectations, marking will be inconsistent and widely varied. You can do this by asking them to look at any aspects of the competition that can be judged while the competition is in progress, and asking them to discuss and compare their results and any issues arising from this.

I AM... TAKING IT TO THE NEXT LEVEL

Making your Pre-Competition Activity an Event

Once you have the basic framework of your Pre-Competition Activity organised, you might like to have a look at using a selection of the below ideas to make your competition event really special!

1) Marketing your event

If you are in a busy workplace, it is a good idea to let those you work with know that the Pre-Competition Activity will be happening. You could put up posters, and include a notice within internal bulletins. The WorldSkills UK Communications Toolkit, available on our website (<http://worldskillsuk.apprenticeships.org.uk/artwork-logos-and-templates>), contains loads of great ideas to help you with this.

2) Showcasing

Events such as this are also a really good opportunity to showcase the talents of others within your college or organisation. For example, why not consider:

- A performance by some performing arts students?
- A display of artwork?
- A fashion show, displaying work of design students?
- A demonstration for visitors of the skills used in the competition you are hosting?
- A display of any new, cutting-edge products or facilities that your organisation is involved with?

3) Have-A-Go Activity

You might like to consider offering visitors a chance to have a go at a simplified version of one of the tasks in your Pre-Competition Activity. For floristry, for example, you could allow visitors to try making a buttonhole, under the guidance of tutors; for carpentry, you could give visitors the opportunity to perform simple woodwork tasks, to give them a flavour of what the skill is all about.

This video shows some familiar faces talking about the benefits of having a go at a new skill <http://www.youtube.com/watch?v=sVjRAT-SfZs>.



4) Information, Advice and Guidance

It is a good idea to include some information for visitors on how they can get involved in the skills that you are showcasing in your competitions. Some advice on any courses in your area, or a presentation by someone involved in the industry, would be a great way of allowing visitors to follow up on their experience at the competition.

5) Inviting Visitors

To increase the profile of your event, why not consider inviting ministers, governors, local businesses, schools, colleges and training providers along to visit your competition? A bigger audience may stimulate your competitors to stretch themselves even further!

6) Inviting the Press

You could also consider inviting members of the local press along to cover your event, and generate interest in your organisation.

7) Involving other students/employees

There are numerous ways in which students and staff from your organisation can get involved to add value to a competition event. You may like to consider the following examples:

- Media students could film and edit your event to make a video for your website.
- Students training on hospitality courses could be involved to handle the catering for the competitors, or for a reception for visitors.

8) Photos/Video/Social Media

Videos and photography can be a fantastic tool to generate dynamic social media content to enhance your competition's online presence. Some organisations have also been known to broadcast competition activity live over their intranet.

I AM... GETTING THE LOW-DOWN

Here are some top tips from organisations that have held Pre-Competition Activity in the past, to help you get the best out of your competitors:

- Get the competitors to judge each other's work; this enables them to complete the task, walk away, and then go back to the completed pieces with a fresh pair of eyes.
- Make sure you provide good quality, constructive feedback for all competitors.
- If possible, it can help to identify areas for development before the competitors take part.
- Don't make the competition brief too complicated.
- Ensure that all competitors understand the marking criteria before they start work, so that they know what the judges will be looking for. Sample marking scheme templates can be found at <http://worldskillsuk.apprenticeships.org.uk/competition-partners-area>.
- Ensure that you are giving the competitors a realistic task, and providing them with the right equipment and materials to complete it to a high standard.

In the below video clips, WorldSkills UK Alumni talk about how taking part in competitions has helped them in their careers:

Luke Griffiths

<http://www.youtube.com/watch?v=aGQaMehMmAI>

Melanie Adlam

<http://www.youtube.com/watch?v=XJcVh4EwvfA>

Gary Tuddenham

<http://www.youtube.com/watch?v=zqZsYXYIDeI>

Richard Sagar

<http://www.youtube.com/watch?v=TGei0og1Q18>

Keith Chapman

<http://www.youtube.com/watch?v=LgiOeoTEMUU&feature=relmfu>

Registration

The registration period for the WorldSkills UK 2014 competitions will open on Monday 10th February, and closes on 21st March at 5pm.

Registration for heats will take place on a first-come, first-served basis, so it is important to register your competitors in good time, in order to secure their preferred heat venue.

Please note that some heat dates and venues will be confirmed following an allocation process after registration has taken place; this will be made apparent either within the registration system, or in the confirmation email sent to you after a successful registration.

You will need the following information for each of your competitors; please use the below template form to ensure that you have all of the relevant information ready when you start the registration process:

| | |
|--|--|
| Forename | |
| Surname | |
| Team Name (if applicable) | |
| Email Address | |
| Telephone Number | |
| Job Title | |
| Organisation Name | |
| Organisation Type | |
| Organisation Address | |
| Gender | |
| Ethnicity | |
| Disability | |
| Date of Birth | |
| Highest Qualification Achieved in this skill | |
| Are they / have they been an Apprentice? | |
| Point of Contact Name | |
| Point of Contact Email | |
| Point of Contact Phone no. | |
| Dietary Requirements | |
| Competition | |
| Level | |
| Preferred Venue | |
| How did you hear about us? | |
| Who encouraged the competitor to enter? | |
| What is their main reason for entering? | |

Mentoring and Coaching

Many of the organisations that excel at WorldSkills UK Competitions employ a mentoring system. City of Glasgow College provide an excellent example of how this can boost a college's performance in skills competitions.

Margaret Darroch, from City of Glasgow College, says 'The College recognises the importance of developing and embedding a competition ethos into core learning and teaching, as a lever to support the move from competence to excellence. We also understand the importance of the quality of learning and teaching to support competitors and enable them to become skilled workers and fully-fledged members of their profession. It is with this in mind that we have developed a fully accredited mentoring programme for WorldSkills UK competitors'.

The mentor's role may include:

- Having familiarity with the standards and processes involved in the competition cycle.
- Developing competition test projects that reflect the standards being tested.
- Setting challenging tasks and goals, to help extend learning beyond the classroom.
- Reviewing competitors' performance.
- Offering support and perspective to competitors through what can be a mentally draining competition experience.

They should be able to:

- Put the learning and developments of the students at the centre of the role.
- Be able to effectively offer support to the competitors.
- Commit their time and energy to the role.

Mentors may be lecturers, college support staff including Student Engagement Officers, Organisational Development Officers, or the Student Association. Students who have previously competed may also be involved in becoming peer mentors.

Part of the role of a mentor is to support competitors to address any developmental needs and overcome barriers to learning in order to achieve their full potential. Below is a template for a basic training plan; your mentors may find this useful as they start to work with competitors on their preparation to compete:

| Training Need | Action | Event | Duration | Date | Venue |
|---------------|--------|-------|----------|------|-------|
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

Competitor Preparation Toolkit

The Competitor Preparation Toolkit has been created to help competitors fully prepare for each stage of the competition journey. Drawing on the experience of past competitors and those who coached and supported them on their journey, the toolkit will help guide and support competitors with information and practical hints and tips that will help them to become 'the best of the best'.

There are seven learning modules available online, to support competitors on their journey:

- 1) Competition Awareness
- 2) Being Mentally Tough
- 3) Competition Performance Improvement
- 4) Learning to Succeed
- 5) Competition Health, Nutrition and Fitness
- 6) Performance Under Pressure
- 7) Final Countdown

We have also created 10 lesson plans, which can be downloaded from our website by college tutors preparing their students to compete:

- 1) Planning to Succeed
Understand the journey to being competition ready and what needs to be done right now.
- 2) How We Learn & Develop
Explore and understand how we learn and develop.
- 3) Forming New Habits
Explore how in reality we use our time and how unhelpful habits can make training and our ability to reach our goal more difficult.

4) Positive References

Increase the competitor's self-belief by helping them to build a picture of themselves performing at their best and by developing positive thinking strategies.

5) Your Support Network

To think about the support network that a competitor will need when preparing for competition and to help them develop that support to meet their needs.

6) Mental Toughness

Learn what mental toughness is, where a competitor's strengths lie and how they respond to pressure.

7) Health, Nutrition and Fitness

Think about the nature of competition, the importance of knowing the rules and the information that a competitor will need prior to competing.

8) Being Competition Ready

Think about the nature of competition, the importance of knowing the rules and the information that a competitor will need prior to competing.

9) Performance Under Pressure

Think about the pressure and challenge that a competitive environment can create and the impact that this can have on a competitor's performance.

10) Marginal Gains

Identify how competitors can continue to improve their performance through marginal gains.

<http://worldskillsuk.apprenticeships.org.uk/competitor-toolkit>

Embedding the Competition Ethos in your Organisation

Competing in a WorldSkills UK competition can be an excellent way of benchmarking the skills of your students or your workforce against their counterparts elsewhere in industry, and can also motivate your students about their own personal learning and development objectives. This competitive ethos, which sees competitors comparing themselves against their peers and striving to be at the top of their game, can also have significant benefits to colleges, to training providers and to employers.

Below is a table, which can also be found in the LSIS guide to Inspiring Excellence, which can be used to understand how successful your organisation has been at embedding competition in day-to-day activities. It can also give you some good ideas as to how to go about bringing competition into your organisation.

| Features of embedded approaches to skills competition activity | Fully in place | Partially in place | Not in place |
|---|----------------|--------------------|--------------|
| Explicit commitment to embedding competition activity of the part of the chief executive, governors and senior managers | | | |
| Competition activity is reported on and discussed at governing body, SMT and departmental meetings | | | |
| Performance in competitions is used to inform benchmarking processes | | | |
| Quality improvement and self-assessment processes include competition activity | | | |
| Developing staff skills and training is linked to competition activity | | | |

| Features of embedded approaches to skills competition activity | Fully in place | Partially in place | Not in place |
|--|----------------|--------------------|--------------|
| Commitment to competition activity is explicit in the mission, strategy and other policy documentation | | | |
| The budget for supporting involvement in skills competition is set at a realistic level | | | |
| Employers are involved in supporting apprentices in competition activity | | | |
| Employers are involved in sponsoring local competitions | | | |
| Competition activity is included at the early stages of learning programmes for young people | | | |
| Competition activity is planned within overall learning programmes | | | |
| Competition activity is aligned to major competition cycles, such as WorldSkills UK | | | |
| Support for competition activity is coordinated across the organisation | | | |

| Features of embedded approaches to skills competition activity | Fully in place | Partially in place | Not in place |
|---|----------------|--------------------|--------------|
| Skills Champions are in place across all vocational areas | | | |
| Publicity relating to skills competitions is capitalised upon | | | |
| Learners and staff are encouraged to participate in competitions | | | |
| Evidence of the impact of participation on learner retention and achievement is routinely collected | | | |
| Mechanisms are in place for sharing good practice in embedding competitions into teaching and learning | | | |
| Examples of competition-related delivery strategies are disseminated for others to incorporate into their delivery | | | |
| Specific reference to competition activity is included within stakeholder feedback for learners, employers, staff wellbeing surveys, etc. | | | |

The LSIS guide to Inspiring Excellence also contains lots of useful information about how you can bring competition activity into the centre of what your organisation does. http://worldskillsuk.apprenticeships.org.uk/sites/default/files/files/inspiring_excellence_guide_pg.pdf

How The Skills Show can kick-start your plans for competing next year...

Although The Skills Show is the culmination of a year's hard work and a celebration of what has been achieved in the last 12 months, it also encompasses the launch of the next year's competition cycle.

Attendance at The Skills Show can be an excellent way of triggering you to think about how you can get involved in future competitions:

- Most years, WorldSkills UK launch new competitions at The Skills Show; it may be that the demonstration skills presented are something that you would like to get involved with in coming years. Please feel free to talk to the Competition Interpretation Volunteers to gain a greater understanding of what it is proposed that the competition will entail.
- The Skills Show can be a great opportunity for you to observe how the other competitors work; good practice can then be included in students' training plans for the following year.
- Other young individuals from your organisation can benefit from seeing the best in the country in action; they may be inspired to reach higher in their own careers, or even compete next year. They can also receive careers advice from the National Careers Service, who will be on hand to ensure that attendees at The Skills Show are equipped to make informed decisions about their futures.
- The Skills Show can also be a great networking opportunity, for you to forge links with other organisations who work in a similar field to you. Could you organise inter-organisational pre competition activity with them next winter?
- The conference programme may include sessions that could help you to understand how best to support your competitors in future competitions, or can offer information on developments in the world of vocational education and training.

Useful Contacts

For more information on how you can get involved with WorldSkills UK competitions, please get in touch with our contact centre:

Phone: 0800 612 0742

Email: enquiries@worldskillsuk.org

For more information on getting involved with The Skills Show, please contact:

Phone: 0845 475 1500

Email: getintouch@theskillsshow.com

The WorldSkills UK Website may also contain some information and documentation that you may find useful:

<http://www.worldskillsuk.org>



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