

# TEACHER GUIDANCE

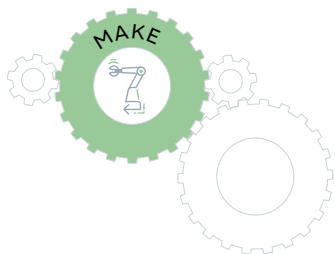
## Additional guidance for the Creators' challenge card game

We've included some additional guidance and notes correlating to the Response, Challenge and Inspiration cards in the Creators' challenge card game.

### RESPONSE CARDS

These cards present the different formats teams should present their ideas in. The purpose is to get students to think creatively about the best/most effective way of presenting their ideas and explore formats they haven't tried before.

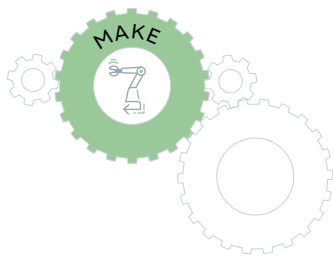
RESPONSE CARD	TEACHER GUIDANCE
Video	Videos should be no longer than 3 minutes.  Some prompts: Videos could be of teams speaking (recorded) with other clips pulled from YouTube. Videos could be more conceptual and creative eg. The sustainability video could involve videos of nature with audio overlayed.
Poster	Materials needed may include an A3 piece of paper and pens/colouring pens/pencils.  Students should be encouraged to think creatively about how they can convey their ideas.
Written document	Teachers should encourage students to think about how they want to structure their written document.  For example: the futures challenge may want to include a vision statement along with details on who their solution will help and then information about how they will share their solution.
3-D Model	This should be left open-ended to encourage students to think about the different ways they can make a model a reality.  Possible materials could include: clay, paper, woodwork (DT), wire.
PowerPoint presentation	Pupils will need access to a laptop/computer and Microsoft PowerPoint.  Teachers should encourage students to think about how the presentation will look, how it will be structured and what it should contain. Teachers should also encourage students to limit text on the presentation.
Storyboard	Pupils should be encouraged to be selective in what key moments they include to best explain/visualize their idea. Teachers can define the number of boxes students can use if they want to make this exercise more challenging (eg. Less boxes = more challenging and requires more selectivity).  Possible materials could include: paper, pens.
Song / Rhyme	Teachers can define the number of verses that they'd like the song to include.  Students should be encouraged to think carefully about the lyrics they include.  Extra emphasis should be placed on the chorus as this is where students can reiterate the key idea/message.
Drawing/illustration	Students should be encouraged to get creative with their drawings. What are the key things to include/exclude? How will a drawing show key points?  Extra: Teachers could indicate that only a select number of colours can be used – students should think selectively about where they can use colour to emphasise their key message/idea.



## CHALLENGE CARDS

The Creators' challenge cards present unexpected yet realistic scenarios linked to JLR business areas. Below, we've included some additional prompt questions which can be shared with groups to stimulate ideas once students have been set their challenges.

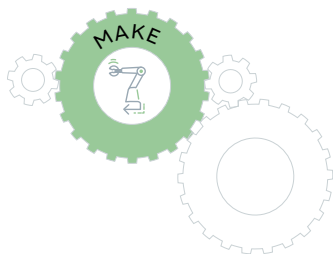
CHALLENGE	TEACHER IDEATION PROMPT QUESTIONS
<b>Sustainability Challenge:</b>	<ul style="list-style-type: none"> <li>What does sustainability mean to you and why?</li> <li>How will you get your colleagues, and other teams, on board with your recommendations?</li> <li>What research can you do to strengthen your argument?</li> <li>You can target your ideas on any part of the process of creating a new vehicle - from the design stage, to engineering, to how the vehicle is sold, the way it drives, or what happens to the vehicle when it reaches the end of its life.</li> </ul>
<b>Marketing Challenge:</b>	<ul style="list-style-type: none"> <li>Consider what audience you want to target and what their needs and wants might be.</li> <li>Think about how you can take advantage of all the existing vehicles JLR produces. What do people know and love about JLR that you can build on?</li> <li>Think about how to persuade colleagues about your idea - outlining the business case and answering any questions you think they might have.</li> </ul>
<b>Futures Challenge:</b>	<ul style="list-style-type: none"> <li>Consider what audience you want to target and what their needs and wants might be</li> <li>Think about how you can take advantage of all the existing vehicles JLR produces. What do people know and love about JLR that you can build on?</li> <li>Think about how to persuade colleagues about your idea - outlining the business case and answering any questions you think they might have.</li> </ul>
<b>Creative Design Challenge:</b>	<ul style="list-style-type: none"> <li>Start by creating your designs. How could it look different to anything else on the road? What could set it apart?</li> <li>How can it be stylish and solve challenges facing your customers?</li> <li>What does a brilliant immersive event look like? What kinds of things get people excited and engaged?</li> <li>How could you bring your vehicle to life through an engaging event?</li> <li>How will you persuade your colleagues to follow your plans?</li> <li>What would people who drive this vehicle want from it?</li> </ul>
<b>Technology Challenge:</b>	<ul style="list-style-type: none"> <li>What aspects of owning, using, driving or managing a vehicle could be made easier, simpler or more enjoyable with an app? What are the 'pain points' for customers and what could an app help with?</li> <li>One area to consider is self driving vehicles - which are creating a luxury experience for drivers (making driving safe, easy and enjoyable). How could the app support a self-driving vehicle?</li> <li>Consider what the app would look like, the features it would have, the benefits it would have for the organization and to customers.</li> <li>How will you convince the wider team that is worth investing in?</li> <li>What AI prompts could you use to come up with further ideas for the new app and create a simple mockup?</li> </ul>



## INSPIRATION CARDS

The inspiration cards present a range of unique and real-life examples from the JLR business which will help inspire students to approach the challenge with creativity and innovation. Below we've included additional guidance for each one:

IDEA/THOUGHT STARTER (FRONT)	CARD COPY (BACK)	TEACHER GUIDANCE:
Copy nothing.	<p><b>Blue sky ambition:</b> JLR is committed to being bold and doing things that have never been done before.</p> <p><b>How could you make your idea unlike anything else that exists?</b></p>	<p>Teachers should encourage students to think big, bold and creatively.</p> <p>Creative thinking can lead to great things, even if an idea has to be stripped back for practical considerations. Pupils should therefore be encouraged to dream big, and reassured that no idea is a silly idea.</p>
Creative Connections	<p><b>Reimagining:</b> The Range Rover team reimagined the traditional car showroom to create a luxury immersive experience, where clients can stay overnight in the hotel or take part in events like cooking classes and music lessons.</p> <p><b>How could your challenge create a deep and memorable connection with customers?</b></p>	<p>Encourage students to think beyond traditional solutions and explore new ideas. Guide them to brainstorm and discuss various possibilities, no matter how unconventional they may seem. Remind them that creativity often comes from looking at things from a different perspective and taking risks.</p> <p>Ask them to consider how the potential impact and feasibility of their ideas.</p>
Famous faces	<p><b>Celebrity ambassadors:</b> To celebrate 50 years of Range Rover: Land rover and heavy-weight champion Anthony Joshua joined forces to create unique snow art in Sweden. The stunt helped to celebrate the star-quality, leading innovation of the brand's luxury SUVs.</p> <p><b>Who could be the perfect ambassador for your idea?</b></p>	<p>Students can be encouraged to think about how a celebrity ambassador could amplify their campaign. They should consider questions like: How can the celebrity's influence be harnessed to spread the message wider? What is the potential impact of having a celebrity endorse their project?</p> <p>By choosing a celebrity who shares the project's values, students can strengthen the credibility and reach of their campaign.</p> <p>Teachers should guide students to think about the mutual benefits of these partnerships and the long-term implications.</p>
Solve problems	<p><b>Innovation is about meeting human needs:</b> JLR is developing its self-driving systems to create and elevate the luxury experience for its customers: creating a safer, more efficient, and stress-free way of driving. Technology is enabling this but the true innovation starts with rethinking the customer experience.</p> <p><b>Who is your audience and what benefits will your idea bring to them?</b></p>	<p>Teacher should explain that its integral to think of the audience your idea is aimed at and what they would want. While we're living in an increasingly digitized world – innovation is inherently human.</p> <p>A great example of this is autonomous driving: JLR's target customers want autonomous vehicles to elevate their luxury experience. This includes a luxury in-vehicle feel that removes the driving stress, increases safety, and allows them to take back time to socialise, catch up on work, and enjoy sight-seeing during their drive.</p> <p>Technology is key to self-driving, however the true innovation is about <b>creating experiences</b> in the fields above and then using tools such as AI, storyboarding, programming, to enable these innovative visions.</p> <p><a href="#">Reference.</a></p>



## INSPIRATION CARDS

IDEA/THOUGHT STARTER (FRONT)	CARD COPY (BACK)	TEACHER GUIDANCE:
Be a good neighbour	<p><b>Ethical considerations:</b> 2024 marks 70 years of partnership between Defender, the British Red Cross and IFRC, making it one of the longest charity partnerships in the world. Since then, the partnership has helped a staggering 2 million people to prepare for, respond to and recover from crisis in more than 50 countries.</p> <p><b>How could your concept help others? Think about the ethical implications of your idea.</b></p>	<p>Teachers should encourage students to think about the ethical implications of their ideas and projects. Consider questions such as: Is the project fair and just? Are there any potential negative impacts on certain groups or communities? How does the project align with ethical standards and practices?</p> <p>By fostering a culture of ethical responsibility, students can learn to prioritize integrity and social justice in their work. This reflective thinking can be integrated into the project from the beginning and revisited throughout.</p>
Inspiration is all around	<p><b>Adapting winning solutions:</b> JLR took inspiration from the aviation industry to design its road-vehicles. One technology brought to the road was the disc brake, adapted by Jaguar to racing cars in the early 1950s, helping them win the 24 Hours of Le Mans in 1953.</p> <p><b>Great ideas are all around us. Don't be afraid to look outside of the industry you're thinking about for inspiration.</b></p>	<p>Teachers should explain that good ideas are all around us and sometimes in unexpected places.</p> <p>Teachers should encourage students to think about how other solutions could be used in different ways to achieve goals/targets.</p>
Sustainability	<p><b>Consider your impact on the world :</b> Using recycled materials (and at scale) helps to reduce emissions, eliminate waste and increase security of supply. In 2024, JLR's Circularity Lab produced a new seat foam for its luxury vehicles with recycled content, a first in the automotive industry.</p> <p><b>Think about the environmental impact your idea may have – is there a way you can limit this?</b></p>	<p>Sustainability should be a key consideration for any business or project – students should be encouraged to consider sustainability and the environmental impact of their project from the outset.</p>
Partners with similar values	<p><b>Event partnerships:</b> Defender has sponsored large scale events like Glastonbury because they share a belief in outdoors living. Having been in attendance back when it all began in 1970, Glastonbury and its artists, performers and organisers have valued Defender's capability and dependability for decades.</p> <p><b>Are there any big moments or events in the year that could be a good fit for your campaign?</b></p>	<p>Teachers should also encourage students to think about the core values/beliefs that underpin their idea. What's it all about?</p> <p>Students can then think about other brands/events that may share these beliefs/ values and therefore could be good to partner with to amplify their vision.</p> <p>Similar to the celebrity ambassadors, teachers should guide students to think about the mutual benefits of these partnerships and the long-term implications.</p>