



Confidence Commercials

Confidence to Take Action:

Confidence to Take Action is about believing in yourself and your abilities. This activity helps build confidence through hearing from friends about their positive attributes.

Objective:

Students will be able to create a commercial about a classmate that highlights the partner's positive attributes.

Materials:

Devices or computer with iMovie or moviemaker.

Steps:

- Warm-up discussion: What does it mean to be confident? What are you confident about?
- Spend a few minutes discussing some familiar commercials with the class.
- Have students create a list of things they feel confident about.
- Divide the class into pairs. Ask each partner to compose a commercial about the other student to build their confidence and highlight their skills and strengths. Students might have to spend some time talking to get to know each other better.
- Next, have students write and brainstorm their ideas about the theme and story in their commercial and how it connects to a product.
- Some commercial ideas might include characteristics such as a good friend, great athlete, talented musician, smart student. Some commercials tell a story or have a theme.
- Encourage students to be creative. Using iMovie or moviemaker, students will record, edit, and add special effects to their commercials.
- Allow students to present their commercials. You may show commercials all at once or show them for a quick break during other lessons.

Personal Reflection:

- Why is it important to believe in yourself and your abilities?
- What abilities do you have that you are proud of?

Group Reflection:

- Did you notice all of us have a lot of potential?
- Should we use our skills to be the best people we can be? Why?
- How can we use our skills to make a difference? Give examples.

Extended Learning:

Students can create a Pinterest board of pictures that represent their different skills and talents. Students can also pin quotes about self-confidence, self-esteem, and motivational quotes.

Notes
