Developing Character



Information for parents and carers

Did you know?



What most employers want are written communication, oral communication, team-building and leadership skills. The Virgin Group has stated that, 'we should hire not just based on CVs but on character. We want the right people who will live our values and focus on making people's lives better.'

And Virgin are not alone in thinking in this way. Top companies across the world are highlighting the importance of character development in both their recruitment and the subsequent development of their employees.



So what are we doing?

It is important that students have the opportunity to practise and grow the 'soft skills' that underpin character development, as well as the opportunity to work on their academic subjects.

PiXL LORIC: LORIC is Leadership, Organisation, Resilience, Initiative and Communication, and these are some of the most important attributes that universities and employers are looking for in young people. It is important that young people know what these attributes are and know how they can start demonstrating them. As they become more independent, we hope you will see some of these attributes in action at home.

PiXL Edge: Some student will have the opportunity to receive accreditation for their development of the LORIC attributes, and this happens when they have completed a range of activities directly connected to the LORIC skills.

By developing all five LORIC attributes, your child with gain a wealth of things that they can highlight when completing references for apprenticeship and university applications. It is helpful for their teachers too.

It is also important that they work on their oracy skills. This will help to give students confidence when dealing with others, whether in formal interview situations or when they progress to university or an apprenticeship.

If your child is completing the Edge, there may well be activities that you can be involved in, or you could take them into your workplace in the school holidays to work with new people and have new challenges. Encouraging them to get a (little) part-time job is also a really good way of developing character, or to volunteer somewhere, particularly if it is something that pushes them out of their comfort zone.