

BrainBoost - Individual Decision and Career Brief Outline

NAME _____

DATE _____

PERIOD _____

Page 1 - Individual Problem-Solving Evidence

Default route: Complete BrainBoost in FYF pp. 244-247 with your group. Use this companion for the individual decision and career evidence the workbook does not collect. The locked Canvas pages plus both pages are the no-workbook route.

CAMPAIGN EVIDENCE ALREADY SUPPLIED

- The campaign reached active students ages 14-18.
- Engagement and sales were low.
- Customer feedback says the product looks like other snacks, the reason to try it is unclear, and the audience does not see a need.

Cause-based problem statement: Low sales are the result. What message or value problem may be causing the result?

Best FYF solution and the exact evidence it answers:

One solution I rejected because it invented a health, nutrition, discount, scarcity, popularity, testimonial, or data claim:

TRANSFER THE PROBLEM-SOLVING MOVE

A second career where a worker must separate a cause from a result, plus the worker's next evidence step:

Word bank: result/resultado · cause/causa · evidence/evidencia · screen/evaluar · revise/revisar

Use this frame: The result is [result], but [evidence] suggests the cause may be [cause]. A [second career] would next check [evidence].

Page 2 - Fixed Career Cards and Oral Outline

Choose one card or use previously verified evidence with the same labels.

CAREER	WORK PRODUCT OR RESPONSIBILITY	TYPICAL PREPARATION	CURRENT BLS EVIDENCE
Market Research Analyst	studies consumer preferences and business conditions	bachelor's degree	\$76,950 May 2024 U.S. median; 7% growth 2024-34; about 87,200 openings/year
Graphic Designer	creates visual concepts that communicate ideas	bachelor's degree	\$61,300 May 2024 U.S. median; 2% growth; about 20,000 openings/year
Sales Manager	plans/directs delivery of products or services and analyzes sales data	bachelor's degree plus related experience typical; some jobs accept HS diploma	\$138,060 May 2024 U.S. median; 5% growth; about 49,000 openings/year

These are national occupation measures, not DFW starting pay, live vacancies, shortages, or personal outcomes.

60-90-SECOND OUTLINE

Opening - career and reason:

Duty or work product:

Typical preparation:

Labor evidence with measure, amount, geography, date/source, and limit:

Conclusion - fit, question, or next step without claiming certainty:

Done when: completed FYF/no-workbook BrainBoost reasoning + individual cause/evidence decision + rejected unsupported claim + two-career transfer + complete oral outline.