

Your Creativity, Your IMPACT

The Best Product:
ME!

By Laura Rosa Lupo

elevate
education to empower



Laura Rosa Lupo

Bio

I am an EFL teacher who has been working non-stop since 1985. I worked as a teacher and coordinator at ARCI in Rosario, Argentina, for more than 30 years. Since 2009, I have been managing THE ATTIC, my own small language school and Cambridge Preparation Centre; I also taught English Literature for five years at our local Teacher Training College "Olga Cossettini", which made my love for the English language and culture grow enormously. Being a passionate literature lover, I have been coordinating the online "398.2 Reading Club" for six years now- I opened it during the COVID pandemic. Finally, though I have not studied Positive Psychology formally, I can humbly say I have been using its principles instinctively, intuitively from day one.



Institution: The Attic



Level: Online Conversation Club (B2 – C1 level)



Location: Rosario, Santa Fe, Argentina



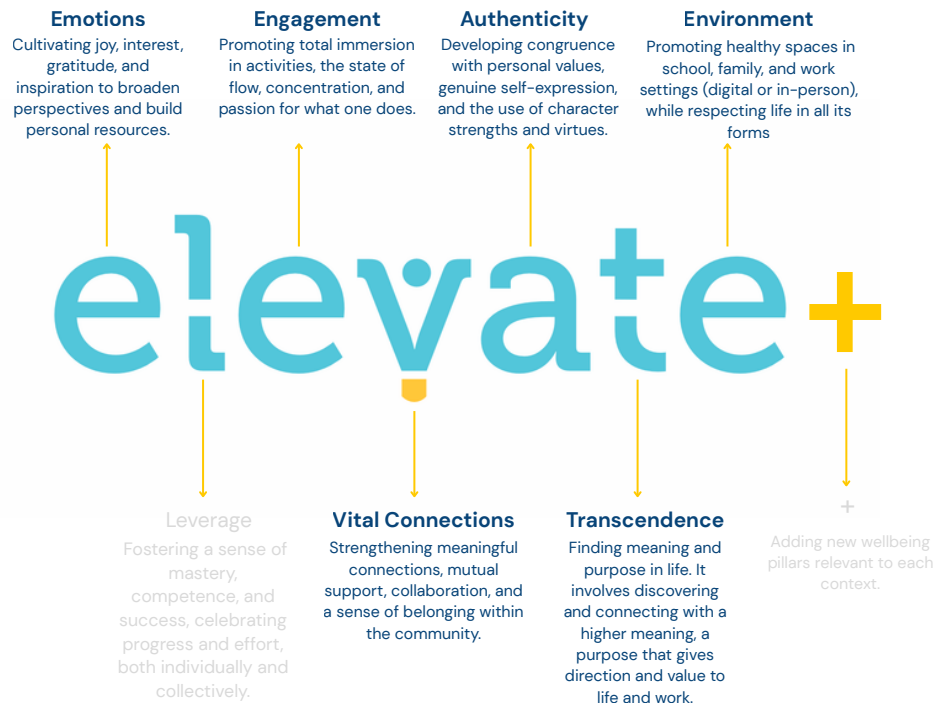
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The ELEVATE+ Activity

Which ELEVATE+ Pillar(s) does this address?



Objectives:

Objective: To encourage introspection, creativity, and self-awareness. To apply specific vocabulary and concepts of marketing and sales in a reflective context.

Time Allotted: 2 hs.

Materials Needed: colour paper, scissors, glue, newspaper or magazine cutouts, and real photos.

Step-by-Step Description:

Contextualization: I started by talking with the students about the constant presence of advertising in digital and physical media, analyzing how brands repeatedly highlight that their products are the best on the market.

The Challenge: I then explained that they would design commercial ads, but the product they would try to offer and sell was “themselves”.

Individual Reflection: I invited them to take an introspective pause to identify their virtues, their unique traits, and the differential value they have to offer to their surroundings.

"Reverse Logic" Element: They shouldn't use Canva or AI in any form; instead, they should use scissors, glue sticks, paper, newspaper and magazine cutouts, and real photos. Why? Basically, because I believe this analogue production reinforces the creative process, expressiveness, and the authenticity of manual work. It has character, humor, and soul, making it highly memorable.

Due Date: 2 weeks

STEP 2: Class Presentations (10 min per student)

- **Exposition of the "Product":** With the ads ready, I invited each student to present “their product” and elaborate as much as they felt necessary.
- **Application of Technical Language:** I invited them to use specific expressions from the marketing and sales language.
- Each presentation was followed by warm rounds of applause and spontaneous laughter.

Impact & Reflection:

Student Impact:

The presentations took place in an atmosphere of trust, support, and mutual respect. The dynamics are highly motivating, encourage self-expression, and strengthen personal confidence in communicating one's own worth.

Teacher's Reflection:

In the following classes, I noticed an improved working atmosphere as barriers across different age groups and different socio-cultural backgrounds were broken down.

A Tip for Others:

This activity could be easily done with students of all ages and all levels to foster meaningful communication and strengthen bonds of affection.



Call for Submissions!

Do you have an activity that brings the **ELEVATE+** pillars to life? Whether it's a 5-minute check-in or a full-hour project, we want to see it!

Submit your activity [here](#)

let's elevate education together!



Adelina Sánchez Centeno



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