



## Employer Tip Sheet

### Guest Speakers: Success Factors

*A tip sheet for Earn & Learn employer partners*

When getting ready to be a guest speaker in the classroom, keep the following success factors in mind.

#### Before the Presentation

- Offer the teacher/instructor some website links to help students prepare for your presentation.
- Get information on all the logistics, including where to park and enter the building.
- Prepare an interactive presentation that will engage the students and young adults you'll address.
- Work with the teacher, who will provide you with information about the student/young adults you'll be talking to, and let you know what they are currently focused on in the classroom so you can create an engaging and connected presentation.
- Gather together any props that you think may be helpful in talking about your company and industry, or addressing the concepts or topics decided on with the teacher.
- If you require a projector, video player, etc., let the coordinator and/or teacher know in advance.

#### During the Presentation

- Describe a typical day at your workplace and help students and young adults understand what you really do vs. what your title says.
- If possible, share mistakes you've made and how you have addressed problems.
- What was your experience like in school? Did you struggle at all? If so, share that story!
- Keep it fun. Make it interactive with role playing, mock projects, hands-on activities, etc.
- Explain how the academic content students are learning is applied in the workplace, and provide real-world examples.
- Talk to students and young adults about the range of career options in your industry. Let them know what it will take for them to be hired when they complete their education and training.
- Leave time during and/or after the presentation for questions.

#### After the Presentation

- Provide feedback to the program coordinator or teacher to improve Guest Speaker presentations.
- Consider how you might use the presentation to promote your company's visibility in the community.

#### Go Deeper

- Consider giving students a challenge they can work on after your presentation.
- Talk to your Earn & Learn connector about helping with curriculum, or hosting students and young adults for Job Shadows, Workplace Tours, Temporary Jobs or Internships.
- Provide industry information to the teachers that you find valuable, preferably in digital form or on a website.