

Employer Guest Speaker Tip Sheet

Thanks for agreeing to present as a guest speaker. As you think about how to best prepare for your presentation, keep the following success factors in mind.

Before the presentation ...

- ✓ Provide faculty member with website link(s) about your company, industry and profession to help students prepare for your presentation.
- ✓ Build talking points that will engage the students. Find out what they're currently focused on in the classroom so you can link the presentation to the curriculum.
- ✓ Ask the coordinator or faculty member for presentation tips and to help you address any concerns you may have.
- ✓ Review where to park and enter the college. If you have special requirements for the presentation, such as a projector or computer set-up, let the coordinator know. If you're handing out materials, ask for an estimate of the number you'll need.
- ✓ Bring your business cards; the students may ask for them.
- ✓ If you're "visiting" the classroom electronically, via Skype or some other form of video conferencing, arrange for a test run prior to the presentation to work out any kinks.

During the presentation ...

- ✓ Introduce yourself, your company and job title. Let the students know what to expect from your presentation.
- ✓ Try not to read from prepared notes and if you're using insider lingo, define those industry terms and acronyms.
- ✓ Use visual aids such as a product, tool or any materials from your company that will help the students understand what you do.
- ✓ Describe a typical day at your company and help students understand as much as they can about the culture of the workplace and the nature of the world of work.
- ✓ Share the educational and career path you took to your current position.
- ✓ Talk about how college subjects (such as math and language arts) and good habits (such as punctuality and consistent attendance) are important skills in the workplace.
- ✓ If possible, share mistakes you've made and how you have addressed problems.
- ✓ Make your presentation interactive, if you can, with role playing, mock projects, hands-on activities, etc. Ask questions of the students, making it a two-way dialogue.

After the presentation ...

- ✓ Provide feedback to the coordinator to improve future guest speaker presentations.
- ✓ Consider how you might use this presentation to promote your company's visibility in the community.

Go deeper

- ✓ Talk to the coordinator about being a classroom speaker or guest trainer, helping with curriculum, or hosting students for Job Shadows, Jobs or Internships.

Suggested Talking Points:

- ✓ Describe your career journey.
- ✓ Talk about obstacles you overcame.
- ✓ Discuss need for perseverance, hard work and getting along well with others.
- ✓ Manage expectations about the world of work.

Tips to Share:

- ✓ Avoid job hopping.
- ✓ Build your network (talk about how to do that).
- ✓ Be a continuous learner and stay abreast of industry changes.