

Employer Tip Sheet

Guest Speaker: Success Factors

A tip sheet for NYS P-TECH employer partners

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

Before the Presentation

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

- 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.
- Talk about what your company does, and what the range of careers are within it, and the kind of education one needs to be successful.
- When sharing information on your own position in the organization, you might want to describe what you really do vs. what your title implies.
- 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!
- Ask questions of the students, don't just talk to them.
- 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 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 coordinator or teacher to improve future Guest Speaker presentations.
- Consider how you might use photos of 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 NYS P-TECH coordinator about helping with curriculum, or hosting students 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.