

Volunteer Guide: JA Career Speakers Series Video

Thank you for sharing your time and helping Junior Achievement® (JA) empower young people to own their economic success. Young students have a strong curiosity about the world. You can bring your experiences and guidance to them as they begin to explore future careers.

Acknowledgments

Junior Achievement gratefully acknowledges the Citi Foundation for its dedication to the development and implementation of the *JA Career Speakers Series* program. Junior Achievement appreciates its collaboration with Citi to inspire and prepare young people to succeed in a global economy. JA programs encourage self-confidence and motivate young people to achieve their personal, educational and career goals.

Introduction

This guide offers an outline and suggested talking points for you to cover with students. *Volunteers must submit a JA Media Release form, acknowledging that JA owns and may share all or parts of the video.*

Tips for Presenting on Screen

Filming:

- Choose a filming location with minimal visual and audio distractions. A solid wall or backdrop with a company logo is preferred.
- Review the camera angle so that the view is straight on, not tilted up or down, and not too close or too far away.
- Use a location with ample light. Experiment with moving lamps or other lighting sources, if needed. Do NOT use flash.
- Use a tripod or have someone film the video for you. If possible, have the person filming sit or rest their elbows on a flat surface to make a “human tri-pod” and keep the video from being shaky. Make sure the person filming does not cover the microphone with their hands.
- Shoot the video in landscape mode (also known as horizontal or sideways).
- If you have an iPhone 11, you have the option of shooting in 30•HD or 60•4K (options in the upper left corner) – either setting will work. Equivalent settings can be found Android phones and other electronic devices.

Presentation:

- At the beginning and end of a presentation, look at the camera and hold a smile for about 4-5 seconds.
- Speak clearly and louder than you think necessary, not yelling, but not using quiet conversational tones. Project your voice a bit.
- Think of yourself as being in front of a group of students. Welcome them, introduce yourself and share your name. You can include a brief description of where you work and what you do.
- Sometimes it’s helpful to ask a question and pause to allow for “think time”.
- Wear work-appropriate clothing but avoid wearing logos for national retailers. **Avoid using or showing other name-brand products, assets, etc.**

Presentation Outline

All Levels

Introduction

Share your “job story” with the students—what you do to earn a living and why you choose to do it.

- **Start by introducing yourself** and your company or organization. Describe your position and basic job duties.
- **Break the ice.** To capture students’ interest, tell them something about your career path that might surprise them—for example, the tools you work with, the “school skills” you use or the interests you have.
- **Use visuals:** photos of where you work, recruitment videos or samples of a product. Anything to help the students see the career as “real” through things they can touch or see.

Content: See below for age-specific guidelines. It is helpful to tailor your content to a school-level. For your reference, you can review the assignment students complete upon viewing the videos:

<https://sites.google.com/ja.org/career-speaker-videos/home/assignment>.

Wrap Up

Share a story (or stories) to offer insight and guidance for career education.

- Select a story and use visuals that will leave students with a lesson or a take-away message. When choosing your story, ask yourself, “What did I learn from my experience?” and try to tell the story in a way to help students understand that message.
- Reiterate the three most important points about your career.
- Leave the students with a question to ponder or an inspiring thought.

Elementary School

Suggested total time: 5-7 minutes

Refer to above **Introduction** suggestions.

Content

Prepare the following information to share with students throughout the session:

- When did I start my current job?
- Was my first job in the field I still work in today? Why did I or did I not change fields?
- What is my typical day like?
- Why is my job important to me?
- What personal skills or interests do I use on the job?
- How did my education prepare me for work?
- What does my day-to-day work look like? What do I love about my work?
- When I have a decision or problem at work, how do I go about solving it?
- What is my work ethic? Why is it important to me and how has it helped me in the job?
- Have I gotten a promotion or job change that taught me a valuable lesson?

Refer to above **Wrap Up** suggestions.

Middle & High School

Suggested total time: 10-12 minutes

Refer to above **Introduction** suggestions.

Content

Prepare the following information to share with students throughout the session:

Choosing a Career:

- What did I want to be when I was in middle or high school? How does that connect to where I am today?
- What education, training or certifications have I acquired? Do I use them in my daily work?
- How many different types of jobs have I had? Did all of them relate to my current position?

- What advice would I give to my younger self, if I could do my career path over again?
- What is the first job I had, and how did I get hired?
- What did I learn from my first job—positive or negative?
- Was my first job in the field I still work in today? If not, why did I change fields?

Landing a Job:

- What tips do I have about successful job hunting? What unsuccessful job-hunting experiences have I learned from?
- Do I have any guidance on writing a résumé, filling out a job application or other job-hunting skills?
- What do I look for when I hire someone?
- What is my top tip for successful job interviewing? What is the biggest mistake in interviewing?
- Is there anything unique to consider if students want to enter my career field?
- When and how did I come to an agreement about how much to accept in wages or salary?

Keeping a Job and Building a Career

- What does my day-to-day work look like? What do I love about my work?
- When I have a decision or problem at work, how do I go about solving it?
- How has my work ethic affected me in individual jobs or over my whole career?
- Have I gotten a promotion or job change that taught me a valuable lesson?
- Where do I see myself in 5 years, and how do I plan to get there?
- What is one mistake I have seen an employee make that had negative consequences?

Refer to above **Wrap Up** suggestions.

Are You an Entrepreneur?

Please highlight the preparation, opportunities and challenges you have faced as an entrepreneur as well as the commitment required to be successful. Suggested talking points:

- **Big idea**—Share your big idea!
- **Customers**—Describe the target market for your product or service. Explain why it fills a need.
- **Value Proposition**—Talk about why your product or service is more appealing than that of your competitors.
- **Sales and Marketing**—Explain how you market your product or service.
- **Capital**—Share how you funded the startup of your company. Describe other methods of securing startup capital.
- **Motivation**—What motivated you from idea to action?
- **Inspiration**—Who were your mentors and how did they influence your startup? Who is in your support network?
- **Preparation**—What education, training, and experience helped prepare you to start a business?
- **Expectation**—What has surprised you most in your entrepreneurial journey?
- **Challenges**—What major business challenges have you encountered? How did you overcome them?

Have FUN! Be CREATIVE!

Special Note:

All individuals submitting videos acknowledge that they will be used for K-12 career readiness instruction by Junior Achievement® which holds the right to publish and utilize videos and their contents at its discretion.