

Workforce Week Event Guide

Student



About Workforce Week

Workforce Week™ is a workforce development program designed by Workday that connects job seekers from all walks of life with employees and organizations eager to support them on their career journey.

As part of our [Opportunity in Action](#) commitment, we're volunteering time to mentor, teach in-demand skills, and create opportunity for all. We host Workforce Week events to help job seekers build a network of professional relationships. A person's network—or social capital—is critical to the job search yet unattainable to many because of life experiences, zip code, work history, or other factors. Employees who volunteer their time at a Workforce Week event—whether it's conducting a mock interview, reviewing a resume, or having an open and honest chat about careers—can have a positive impact on others' lives and careers.

How to Use This Guide

The content included in this toolkit is broken out by easy-to-follow steps to guide your Workforce Week journey. You'll also find ways to adapt your event to be either virtual or in-person. We've included draft emails and agendas for you to copy, paste, and edit to fit your guest's needs and company's culture.



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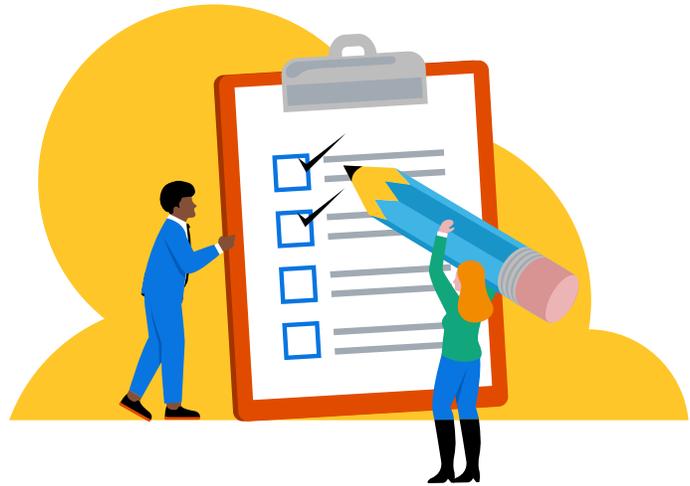
1. Planning Guide

Ready to host your own Workforce Week event? This planning guide will help you get started.

Select a nonprofit or school

Work with a nonprofit that also shares your mission. Check out our “Suggested Nonprofit Partners” section on the [website](#) or search for workforce development programs in your city.

Once you’ve determined your nonprofit partner, reach out to them directly to understand their engagement needs and co-create an event or series of events that serves their needs. This should be a true partnership. If they already offer mock interviews, work with them to determine where your company can uniquely provide value. You can lean heavily on the nonprofit partner to guide you through their needs.



Helpful tip: Most workforce development nonprofits include professional development days in their existing curriculum. Incorporating Workforce Week into their schedule and curriculum produces the best overall engagement. In most cases, the nonprofit partner should be accountable for leading job-seeker recruitment for your event.

If you don’t have a relationship with an organization you’d like to partner with, we suggest reaching out to the organization’s executive director, program director/manager, or corporate engagement contact. Here’s a sample email to get you started.



Copy and paste this section

Draft Email to Nonprofit/School

My company is committed to workforce development and will be hosting a Workforce Week™ workshop on [DATES]. Workforce Week events connect our employees with your job seekers for mock interviews, resume reviews, and career conversations. The agenda is fully customized based on the needs of your clients.

We are currently seeking a partner to bring a minimum of 15 students for (a virtual/an in-person) job skills training session. We would work with you specifically to customize a session that best suits your needs in terms of content, length, and employee interaction.

Are you interested?

Here’s what a session agenda could look like:

15 minutes: Introduction

30 minutes: Guest Speakers ([COMPANY] Employees from Various Functions)

60 minutes: 1:1 Career Chat Workshop

15 minutes: Reflection and Close

Let me know if you are interested! I’d love to learn more about your program and how we could support your students in their career journeys.

Define your role

In our experience, we've learned that it's best if you serve as the event planner who oversees the agenda. This includes everything from overseeing content creation to serving as the host (virtually or in person) on the day of the event. Your nonprofit partner should own the RSVP for their program participants.

Plan a timeline

Start planning at least six weeks in advance—keeping in mind that your timeline may vary depending on scope, volunteer recruitment, nonprofit partner(s), and virtual vs. in person. New or larger engagements will take more lead time. Schools typically plan a semester in advance. See [sample timeline](#).

Develop the workshop

Work directly with the nonprofit partner to customize the agenda to suit all participants. Consider making custom activities based on the skills, talents, and interests of your employees. For example, if you have marketing team volunteers, consider asking them to develop a “real life” challenge for guests to work through during the event. Always keep in mind the skill level of your guests.

Length of the workshop should depend on the venue. If virtual, 1.5–2 hours is recommended. If in person, consider expanding to 3–4 hours. We recommend determining your allotted time first, and then developing your content.

Sample Agenda 2 hours	Sample Agenda 4 hours, in-person only
(15 mins.) Intro	(10 mins.) Arrival & Check-In
(45–60 mins.) Workshop 1	(15 mins.) Intro
(5 mins.) Break	(60 mins.) Workshop 1
(45–60 mins.) Workshop 2	(15 mins.) Break
(10 mins.) Reflection & Closing	(60 mins.) Workshop 2
	(20 mins.) Tour
	(45 mins.) Networking Lunch
	(15 mins.) Reflection & Close

Engage employee volunteers

Engaging employees is one of our favorite parts of the planning experience. Determine your audience and recruit volunteers accordingly. We suggest recruiting a diverse volunteer group of all ages, experience levels, and backgrounds. Reach out to your nonprofit partner to better understand your audience and their needs. In virtual engagements, consider reaching across office locations and handpicking the volunteers you need. It's likely that you will do a mixture of that and opening up a certain number of spaces for a more generic volunteer pool.

Plan the experience

From arrival (or sign on) to departure, you'll want to make sure your guests have a great experience. This means lowering all barriers to participation and letting your company culture shine. For some extra fun, start the engagement off with music, icebreakers, or a quick game of company trivia.

Set everyone up for success

Send “Know Before You Go” guides to volunteers and job seekers before the event. These should be two separate guides specific to the audience. So you don't overwhelm your audience, distill your information down to the top 3–5 need-to-know items.

Check out a [Sample Volunteer Guide](#) and a [Sample Student Guest Guide](#) in the resources section.

In-person additions

Designate a budget.

Basics: \$				Bells and whistles: \$\$\$\$
				
Cover snacks/lunch	Branded items for the guests to take home	T-shirts for your employee volunteers	Shuttle for the nonprofit guests	Suggested \$1,000 donation to the nonprofit partner; for big events, we make larger investments.

Secure the space and set the vibe of your event.

We recommend a room that is easily accessible for guests, with moveable tables and chairs, the capacity to fit all guests and employee volunteers, and AV capabilities. Set up the space depending on the agenda for the visit.

- Interview style (tables spread out with chairs on either side): works well for career conversations, resume or LinkedIn review, and mock interviews
- Pods (small groups of tables and chairs): works well for small-group activities
- Classroom style (line of tables and chairs facing forward): works well for panels and presentations; can be easily converted to interview style

Going virtual

Whether you're meeting virtually to stay healthy and safe during the pandemic, or to avoid potential transportation barriers to employees and job seekers in different locations, there are many benefits to going virtual.

We've included information throughout this toolkit that you'll need when moving to a virtual model, but here is a handy summary for reference.

- **Shorten the event time frame and narrow in on the content.** Though a typical in-person Workforce Week event is about four hours, a virtual event should be kept to a two-hour maximum. This will give you the time to conduct two workshops.
- **Know your video conferencing platform.** As the host, there are often many extra features you can use to help boost the virtual experience.
 - **Chat:** Enable age-appropriate chat features to allow guests to talk to one another or you if there is a question or issue.
 - **Audio and muting:** Mute upon entry and allow guests to unmute.
 - **Virtual backgrounds:** Utilize fun backgrounds that show off your brand and corporate culture. You might even have a special background for the host(s) to help visually identify them in a large group.
 - **Waiting room:** Provide a waiting room for security purposes.
 - **Renaming:** Consider having guests update their display name once inside the video conference to reflect their company or organization—this is helpful for pairing up your employee volunteers with your guests.
 - **Breakout rooms** are a great feature that some tools offer to allow large groups of people to split into small teams. We use breakout rooms for small group discussion and one-on-one mock interviews.

- **Have a co-host.** There are many things to think about when hosting a virtual event. We recommend having a co-host and preassigning roles.
 - Speaking host: welcome guests, share presentation screen, turn on waiting music, kick off event, transition between workshops or speakers
 - Back-end host: monitor chat, mute/unmute participants as needed, take attendance, place guests in breakout rooms, troubleshoot IT issues on the side through chat
 - School staff may also want to have co-host control access to help mitigate any security risk for the students. They may even prefer to host the video conference while giving you co-host access.
- **Set everyone up for success** by communicating features and tips before the event so guests come prepared.
- **There are many benefits to hosting virtual events!**
 - Logistics are more streamlined. Since you don't have to worry about booking rooms within your office, bus transportation, ordering in lunch, or having volunteers come to a specific location, the event is a bit simpler to plan overall.
 - There is typically less cost involved, which means you may be able to host events like these more often throughout the year.
 - You can really expand your volunteer pool. Consider recruiting volunteers from different offices to provide diverse perspectives and job roles.
 - Note that there will probably be additional asks of your volunteers when working with youth. This can include necessary background checks, signed protocol agreements, and more.





2. Communications and Storytelling

Event communications are an important aspect for ensuring a smooth experience, but storytelling is just as important for elevating your partners, reinforcing volunteer impact, and future program growth.

Event Communications

Communicate to employee volunteers:

- Recruiting email or social post
- Calendar invite to block time
- Pre-event email with agenda and guide of what is expected of volunteers with optional pre-event training
- Thank-you email at conclusion of event with feedback survey and request for quote

Communicate to guests:

- Draft an email that the nonprofit partner can use to invite their job seeker network that includes the who, what, where, and why of your event.
- Help them come prepared. Do you plan to do a resume workshop? Have the guests submit a resume or description of a job that interests them. Have the guests do a little research on your company.
- (In person): Share a parking and logistics one-pager for your guests. Does your company require an NDA to be signed? Ask your nonprofit partner to communicate this to the attendees.
- (In person): If you plan to take and share photos, we suggest sending a photo waiver in advance for review. This is typically required if guests are under the age of 18.
- Thank-you email at conclusion of event with feedback survey and request for quote.

Materials for the day:

- Check in with your company security team to let them know your plan—helpful for both in-person and virtual.
- Ask someone from your IT or Business Technology department to be on hand to provide support as needed.
- We suggest preparing a few short slides for your guests to guide the day as well as providing a brief background on the company. This is a great time to show what your company is all about. You can even show a video if you'd like.
- (In person): Take photos during the event to use in future feature stories.

Storytelling

Why capture stories?

We all know stories can drive positive change. Through storytelling, we can create a connection among job seekers, volunteers, and leadership that can lead to increased engagement, adoption, and support for workforce development programs at your organization. With so many ways to share stories—blogs, video, social media, and via your company’s intranet—you can create a holistic storytelling campaign to demonstrate the importance and impact of your Workforce Week event(s).

How to do it.

- 1 Connect with your nonprofit partner.** Ask your nonprofit partner if participants would be open to sharing their stories via email or, if applicable, in person. We typically prepare a list of questions and ask nonprofit partners to help amplify job seeker stories by way of social media, internally with your company’s intranet, and/or a blog. If sharing externally, your nonprofit partner will benefit from your company’s reach and following, which will lead to increased brand awareness and education around the organization. If sharing internally with employees, a nonprofit partner will benefit from increased engagement, volunteer, mentorship, and even potential career opportunities.
- 2 Connect with the student.** Integrity is a core value at Workday, and we take this to heart in our storytelling efforts. It’s important to always treat the student’s story with integrity and respect, and give ownership to all the student has accomplished and overcome. We communicate how the stories will be shared with the students, why we’re sharing stories of impact, and the importance of storytelling to driving positive change. We also convey the positives of sharing stories, including the potential for increased social capital and networking opportunities, which we all know are critical to securing lasting employment. We typically give students a list of questions with the opportunity to answer a minimum of three, dependent on their comfort level. We also share the draft post or copy with students for their approval before anything is published.
 - Name, training program, or studies pursued at [insert nonprofit partner/educational institution]
 - What are some strengths and skills you hope to leverage in a future career?
 - What was your first impression of Workforce Week?
 - What did you learn from Workforce Week?
 - What are some of your career goals and aspirations?
 - How has [nonprofit partner] and Workforce Week help prepare you for a future career?

We’d like to share a photo of you. Would you be able to share a photo with our permission to use externally via [insert channels]?



- 3 Connect with volunteers.** Include an opportunity for your volunteers to share their stories. We’ve found the best way to engage them is by including a call to action in your wrap-up email. Try something like this to get started:

We’ve drafted a few questions below to help you get started—but any thoughts, reactions, or comments on why these types of events are important would be greatly appreciated. You will have an opportunity to review the final draft.

- Why is it important to volunteer?
- What did you learn about talent and opportunity as a result of this event?
- Why is it important that Workmates support job seekers experiencing barriers to employment?
- What struck you most about the individual you met? What did they teach you (if applicable)?

3. Sample Agenda

We’ve included a sample agenda below, but we do recommend reviewing your agenda with the nonprofit partner to customize the event to suit the participants’ needs. Each workshop includes a guest speaker and a workshop section.

Virtual: We’ve found the ideal virtual visit is 2 hours, with a mixture of activities from panels and presentations to small groups and one-to-one interaction.

Resources	Time: 2 Hours	Activity	Volunteers Needed
	5 minutes	Arrival and Tech Check	2 hosts
See “Guest Speakers” section for details	10 minutes	Welcome & Company Introduction	1 speaker
	30 minutes	Guest Speaker: Day in the Life	4
	5 minutes	Reflection and Stretch	host-led
See “Workshops” section for details	60 minutes	Workshop: Career Chats	1:1 or 1:2, match number of guests
	10 minutes	Reflection and Depart	

In person: We’ve found that the ideal visit is 3 to 4 hours with one snack and/or lunch break.

Resources	Time: 3.5 Hours	Activity	Volunteers Needed
	10 minutes	Arrival, Check-In, and Get Settled	1 host
	30 minutes	Welcome Tour	
See “Guest Speakers” section for details	15 minutes	Guest Speaker: Executive Welcome	1
	45 minutes	Guest Speaker: Day in the Life	1
	10 minutes	Break	
See “Workshops” section for details	60 minutes	Workshop: Career Chats	1:1 or 1:2, match number of guests
	10 minutes	Break	
	30 minutes	Lunch and Networking	



4. Content

Guest speaker: executive welcome

An executive welcome is a great way to start your career day visit. Take your audience into consideration when selecting which company leader to kick off the session. With students, consider a leader who is an engaging speaker, has experience with kids, and is able to break complex technical ideas into relatable and easy-to-understand terms. If your guests are coming from a specific training program, such as a computer class, consider approaching an executive in your product development group.



Copy and paste this section

Draft Email to Executive

We are hosting a Workforce Week™ event where we will be inviting students from [PARTNER ORGANIZATION] to participate in a career experience (virtually / at our office). This is part of our company-wide effort to help students who face barriers to employment learn about opportunities in our field. We'd love to have you share a few words as a welcome to our group if your schedule allows.

This volunteer opportunity would include speaking for 10 minutes where you'd share a quick overview of your particular role and department, and/or speak to one or more of the talking points below.

Please let me know if you are available, and I'll send you a calendar invite with details.

Thank you for your consideration.

Talking points:

- Share a brief overview of the company and major moments in company history. Share in universal terms to help folks who may not be familiar with our company's industry (try not to use acronyms).
- What do you love most about working here?
- What is the company culture here?
- What is the best piece of career advice you've ever been given?

Guest speaker: internship program representative

If you have an internship program, we highly recommend having a member of that team come talk about the program and what they look for in students. After they have agreed to participate, send a calendar invite with details about the audience. They should adapt their presentation according to the age and experience level of the group.



Copy and paste this section

Draft Email to Recruiter

We are hosting a Workforce Week™ event where we will be inviting students from [PARTNER ORGANIZATION] to participate in a career training experience (virtually / at our office). We'd love to have you (or someone from your team) share insights about securing an internship, both generally and here at our company.

Your guest speaker shift would be about 30 minutes in total—15 minutes of prepared comments followed by 15 minutes of Q&A. You can prepare slides if you'd like, but they are not required.

Please let me know if you are available and I'll send you a calendar invite with more details on the group.

Thank you for your consideration.

Talking points:

- Use the list below for reference to help you prepare 15 minutes of content to share:
 - Tips for securing an internship
 - How to gain skills necessary for future success
 - If college majors affect your career prospects
 - Informational interviews and how can you request one
 - What company culture means for you and what to look for
- Open up for questions from the audience.

Guest speaker: early career panel

Many students benefit from hearing young professionals share their stories about how they navigated college and moved into their first careers. We suggest using regular volunteer recruitment channels to find guest speakers. For us, that's a callout on our internal social channels to see if any employees who are early in their careers would be interested in serving on a panel. You can also try asking for speakers through your internship hiring programs team, if applicable.



Copy and paste this section

Draft Internal Social Post

Is [COMPANY] your first career? Calling all young professionals who launched their careers within the last two years! [COMPANY] is hosting a special volunteer event on [DATE] where we will be inviting young adults from [PARTNER ORGANIZATION] to participate in a career training experience (virtually / on our campus). We are looking for 3 to 4 employees to serve on a panel and share their career stories and best career wisdom.



Copy and paste this section

Draft Email to Early Career Panel

Thank you for your willingness to speak on a panel for students from [PARTNER ORGANIZATION]. Our guests are working toward their future careers and for many, their next job will be their first corporate role. They are eager to hear from you! The employee panel will begin at [TIME] and end by [TIME.] Please plan to arrive at least 5 minutes in advance.

See the list of possible questions below for an idea of what to expect. After 15 to 20 minutes of curated questions, the moderator will open up the floor to audience questions for the last 15 to 25 minutes.

- Introduce yourself, and state your role and how long you've worked here.
- Tell us about your career journey. How did you end up here?
- Did networking play a role in getting your job?
- How did you choose the company?
- What has been the biggest challenge as you transitioned to work from school?
- What is one piece of advice you'd give about being successful in your first career?
- What are you most proud of from your time here?

Don't hesitate to reach out if you have any questions about the day. Thank you for sharing your story!

Guest speaker: first in family to go to college

Many students may be the first in their family to go to college and could benefit from hearing from others who were once in their shoes. Put a callout on your company's internal social channels to see if any employees were the first in their family to go to college and are interested in serving on a panel. If the host for the day is comfortable, we suggest they serve as the moderator for this panel.



Copy and paste this section

Draft Internal Post

Were you the first in your family to go to college? We'd love to hear from you. [COMPANY] is hosting a special event on [DATE] where we will be inviting students from [PARTNER ORGANIZATION] to participate in a career training event (virtually / on our campus). We are looking for 3 to 4 employees who were first-generation college students to serve on a panel and share their experience. Comment below if you're interested. All levels welcome. Management experience not required.



Copy and paste this section

Draft Email to First-Generation Panel

Thank you for your willingness to speak on a panel for our guests from [PARTNER ORGANIZATION]. Many of our guests are first-generation college students, and we think it will be very beneficial for them to hear from your experience. The employee panel will begin at [TIME] and end by [TIME]. Please plan to arrive at least 5 minutes in advance.

Please see the list of possible questions below for an idea of what to expect. After 15 minutes of curated questions, the moderator will open up the floor to audience questions for the last 30 minutes.

- Introduce yourself, state how long you've worked here and your role.
- What is one piece of advice you'd give about your first year at college?
- How did you approach your college years? Where was your main focus?
- Did you have a part-time job during college? If so, how did you balance your time?
- How did you approach finding and securing an internship?
- What was your transition like when you left college and entered into work life?
- How did you end up working for your current company?
- What is the best piece of career advice you've ever been given?
- What is the best piece of interview advice you've ever been given?

Don't hesitate to reach out if you have any questions about the day. Thank you for sharing your story!

Workshop: career chats

Much like an informational interview, this activity will give your student guests the opportunity to "interview" your employee volunteers. We suggest setting aside 30 to 45 minutes for this workshop.

Best for: network building, corporate career exposure, individuals who aren't a good fit for mock interviews, volunteers who are shorter on time

See below for the volunteer guide for the [Career Conversations Workshop](#).

In person: The room layout should be interview style with chairs on either side of a table.

Virtual: Use virtual breakout rooms and break into groups of three. You can pre-match the groups and send LinkedIn profiles in advance to each student or you can match randomly on the spot.

Workshop: small group challenge

This is a fun activity for middle-school and high-school audiences because it encourages everyone to participate and work together. We've included a sample challenge below, but you'll want to work with the school to create a challenge that best suits the students.

Recruit 5 to 10 employee volunteers and assign one to each small group.

In person: The room layout should be pod style with 4 to 5 groups of tables and chairs.

Virtual: Each group will have a different breakout room, each led by a volunteer.

Sample Small-Group Challenge Guide

Split up into small groups with 1 to 2 volunteers assigned to each team. Teams are given a challenge prompt and have 30 minutes to work through the challenge and create a solution. Once they have their plan, teams should create a 3- to 5-minute presentation to pitch to the entire class.

Sample Challenge: Recruiting Commercial

Length: 30-minute work time, 15-minute share out

[Explain a feature of your product, see example below]

Workday Recruiting allows customers to track applicants, job openings, and hires as part of our single unified system. Our product allows recruiters and hiring managers to:

- Assign interviewers
- Collect interview feedback from all members on the interview panel
- Decline or advance candidates through the interview stages

Your task:

As a group, come up with a new commercial that advertises Workday Recruiting. This will be a TV and corresponding social media promotion. Please be prepared to share the following:

- The title of your advertising campaign
- An outline of your 30-second commercial
- What type of actors and actresses you'd cast for each part
- The tagline of the promotion
- What types of TV shows/programs/channels you would schedule for the commercial

Please nominate one or two students to present the finished idea to the whole group.

Workshop: icebreaker questions

No matter the age or experience level of your guests, it's always nerve-racking to interact with strangers. Host small group networking sessions with icebreaker questions provided.

In person: These can be printed off and left around the room or be running on a slideshow. For some extra fun, you can create a deck of cards with these questions and each group can pull from the deck at random.

Virtual: Provide one person in the small group with the list of questions below and have them ask at random.

- What was your first job?
- As a child, what did you want to be when you grew up?
- Describe the next five years of your life. What's one thing you want to accomplish?
- How would you describe yourself in five words?
- Who is your career role model?
- If you could make one of your hobbies a career, what would it be?
- What do you think your strengths are as a leader?
- Which qualities of a job are most important to you? For example, flexibility, money, personal development, travel opportunities?
- What would you do if you won a \$50 million lottery tomorrow?
- If you had to teach someone one thing, what would it be?
- What can you do today that you couldn't do a year ago?
- What keeps you motivated and driven to succeed?
- What were you doing when you last lost track of time?
- When was the last time you tried something new?
- Whose life have you impacted the most?

5. Resources

Sample Planning Timeline

10 weeks out	Begin setting your internal objectives and research nonprofit partners/schools.
8 weeks out	Begin nonprofit/school outreach. Determine event timing, requested content from nonprofit, meeting venue or software vendor, anticipated number of participants.
6 weeks out	Confirm content and draft workshop agenda. Provide marketing content to nonprofit to prepare their internal outreach.
4 weeks out	Nonprofit partner to launch RSVP. Recruit internal session speakers and facilitators via hand-tap. Recruit internal general volunteers via broad outreach (i.e., slack, email, etc.).
3 weeks out	Create calendar invitations for students, forward to nonprofit partner. Create separate calendar invitations for internal volunteers; send on a rolling basis. Create “Know Before You Go” guides for volunteers and for students.
2 weeks out	Close registration, have nonprofit partner forward calendar invite to each registrant along with “Know Before You Go” guide. Nonprofit partner to send final attendee count and list once individuals are confirmed. Send calendar invitations to volunteers with “Know Before You Go” guide attached.
1 week out	(In person): Send list of participants to security for easier check-in. Send “Know Before You Go” guide to volunteers. Host 30-minute facilitator/speaker prep call. Host 30-minute general volunteer training workshop to go over high-level expectations. Ask nonprofit partner to send out commitment reminder email to registrants.
Week of	Workforce Week Sessions Begin. Send calendar reminder 1 day before event for volunteers. Send calendar reminder 1 day before event for students, include slides if possible.* Send post-event survey via Zoom chat during last 3 minutes of workshop. Send thank-you email to job seekers; include slides if unable to beforehand. <i>*Sending slides beforehand is recommended to reduce potential barriers to a positive experience that may be caused by physical accessibility needs or language barriers.</i>
Week of / 1 week post	Send volunteer thank-you email and social media blurb. Write external blog/marketing recap. Gather all participation data and survey feedback. Process any volunteer grants earned.

Workforce Week™

Volunteer Guide: Career Conversations Workshop

Thank you for joining for a virtual volunteer experience! You'll be sharing your professional expertise to help equip young adults and students.

What to expect.

You'll be matched with a student from one of our partner nonprofit organizations. This is your opportunity to share your career journey while asking our guests to "interview" our employee volunteers. This should be an informal chat. Your answers should illustrate your career experience and learnings—how you got to where you are today, how your prior role(s) contributed to your success, and so on.

Instructions | 30 minutes.

- You will have 30 minutes with your partner. They will have a copy of the questions below and may have prepared their own questions for you as well.
- If you finish early feel free to pose some of the questions back to your partner about their path and their experience.
- The questions outlined below are just that—an outline—so let the conversation flow naturally or explore other career-related topics as they arise.

Conversation starters.

If there is more than one student or employee per group, rotate asking and answering questions.

General professional story.

- Talk about your current job and overall work experience.
- Discuss important lessons learned along the way including, for example, the importance of identifying the right corporate culture.
- What has made you successful as a professional?
- Who has played an important role in your success? How?
- If you could change one thing about your professional career, what would that be?

General career advice.

- What is the best piece of career advice you've ever been given?
- Where is the best place to look for jobs?
- How do you "get your foot in the door"?
- What language on a resume stands out? What was the last resume that stood out to you as a hiring manager? Why?
- What qualities does your company look for when recruiting or hiring candidates?
- How can you make yourself stand out?
- How can you expand your professional network?

Industry-specific questions.

- What is the best way to reach industry professionals?
- Are there professional associations, groups, meet-ups, or other affiliations that might be helpful in this field?
- Discuss key employers in the field and similarities/differences.
- Can you suggest professional publications, LinkedIn groups, membership organizations, or newsletters in your field?

Workforce Week™

Student Guide: Career Conversations

Thank you for spending time participating in Workforce Week! We all know that choosing a career can be a daunting process. We hope that by participating in Workforce Week workshops, you'll build confidence and gain the soft skills you seek.

Four steps before you join this workshop.

- 1 Ensure you are ready for the Zoom virtual platform.

For the best workshop experience, follow these simple tips:

- Mute yourself. To allow everyone the best viewing experience, we ask that only speakers are unmuted. You'll have the chance to unmute and interact during breakouts.
- Turn on your camera to engage. Ensure that your background is professional. Sitting somewhere with a blank wall behind you is usually best.
- Use a headset and microphone when possible. Using computer audio is preferred, but if using phone audio, you must enter your participant ID.
- Close background applications to ensure the best bandwidth.
- Zoom doesn't require downloading beforehand, but we do recommend joining 5 minutes early to ensure you are set up properly.

- 2 Review the workshop agenda.

15 minutes	Welcome & Intro
40 minutes	Career Story Panel
30 minutes	Career Conversation with an Employee
5 minutes	Reflection & Close

- 3 Review the [career conversation guide](#).

Review the career conversation starters below. You'll have the opportunity to conduct a 30-minute conversation with a/an <insert company name> employee. We recommend that you treat this like an informational interview to learn about your partner's career experience to gather insights for the future.

- 4 Research <insert company name>.

It's always good to know about the company or employees you are meeting before any interview, workshop, or visit. Take a look at our <insert company website>.

Include the main contact's information here in case any participant needs support beforehand.

Career conversation guide.

Employee volunteers have signed up to conduct a career conversation with you. We've provided them the list of sample questions below. You can choose to ask any questions you'd like and structure the conversation any way you want.

Instructions | 30 minutes.

You will have 30 minutes with your partner. The questions outlined below are just that—an outline—so let the conversation flow naturally or explore other career-related topics as they arise.

Conversation starters.

If there is more than one participant per group, participants should rotate asking the volunteer questions.

General professional story.

- Discuss your current job and overall work experience.
- Discuss important lessons learned along the way including, for example, the importance of identifying the right corporate culture.
- What has made you successful as a professional?
- Who has played an important role in your success? How?
- If you could change one thing about your professional career, what would that be?

General career advice.

- What is the best piece of career advice you've ever been given?
- Where is the best place to look for jobs?
- How do you "get your foot in the door"?
- What language on a resume stands out? What was the last resume that stood out to you as a hiring manager? Why?
- What qualities does your company look for when recruiting or hiring candidates?
- How can you make yourself stand out?
- How can you expand your professional network?

Industry-specific questions.

- What is the best way to reach industry professionals?
- Are there professional associations, groups, meet-ups, or other affiliations that might be helpful in this field?
- Discuss key employers in the field and similarities/differences.
- Can you suggest professional publications, LinkedIn groups, membership organizations, or newsletters in your field?



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