

# Workforce Week Event Guide

Opportunity Youth



## 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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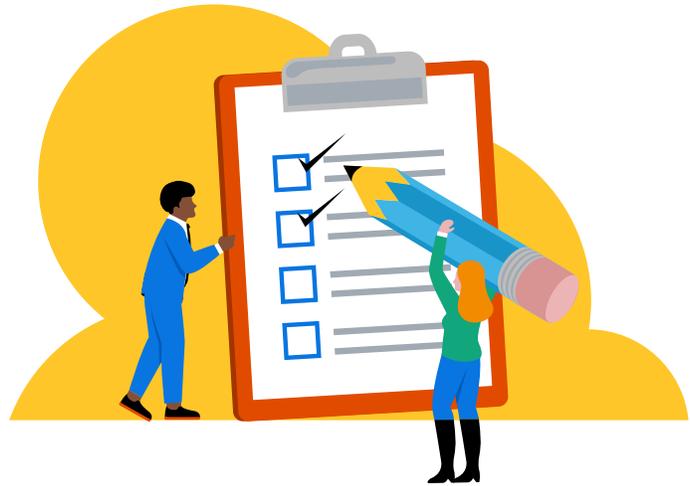
# 1. Planning Guide

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

## Select a nonprofit

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 or job seekers 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 or Mock Interview 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 clients 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.

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 Job Seeker 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
- **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.





## 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 guest job seeker.** Integrity is a core value at Workday, and we take this to heart in our storytelling efforts. It’s important to always treat the job seeker’s story with integrity and respect, and give ownership to all the job seeker has accomplished and overcome. We communicate how the stories will be shared with the job seekers, 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 job seekers a list of questions with the opportunity to answer a minimum of three, depending on their comfort level. We also share the draft post or copy with job seekers for their approval before anything is published.
  - Name, training program at [insert nonprofit partner]
  - What were you doing before [insert nonprofit partner]?
  - 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: Ask Me Anything: Recruiter Edition	4
	5 minutes	Reflection and Stretch	host-led
See “Workshops” section for details	60 minutes	Workshop: Mock Interviews	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: Recruiter Presentation	1
	10 minutes	Break	
See “Workshops” section for details	60 minutes	Workshop: Mock Interview	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 will kick off the session. With Opportunity Youth, consider a leader who had a nontraditional start to their career, one who comes from a diverse background, or an individual who was first in their family to go to college. If your guests are coming from a specific training program, such as a coding boot camp, consider approaching an executive in your product development group.



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#### **Draft Email to Executive**

We are hosting a Workforce Week™ event where we will be inviting job seekers from [PARTNER ORGANIZATION] to participate in a career experience (virtually / at our office). This is part of our company-wide effort to help job seekers 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: Talent acquisition / recruiter speaker

Our recruiter speakers repeatedly get rave reviews from our guests. We highly recommend having someone from your hiring team share job search and interview tips and tricks. After the recruiter has 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.

If virtual, you can even do an Ask Me Anything session. If you have a large group of guests, split up into virtual breakout rooms to allow for smaller groups and more guest interaction.



*Copy and paste this section*

### **Draft Email to Recruiter**

We are hosting a Workforce Week™ event where we will be inviting job seekers 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 the job search process and how to ace an interview.

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:
  - How you utilize LinkedIn or Indeed as a recruiter, framed in a way to provide tips on how to stand out.
  - What is an informational interview, and how can you request one?
  - What should you expect in a phone interview?
  - How can you stand out in an interview?
  - What is appropriate to ask the recruiter and what isn't?
  - How to come prepared: what to research? what to wear?
  - How to follow up?
  - Common mistakes: how to avoid hiring pitfalls in your job search.
- Open up for questions from the audience.

## Guest speaker: early career panel

Many Opportunity Youth benefit from hearing young professionals share their stories about how they 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 college 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! Our guests will be participating in career training workshops on [DATE.] 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 20 to 30 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?
- Navigating relationships with managers is a bit different in a corporate setting. Can you tell us a bit about your relationship with your manager and how you ensure it's a successful one?
- What has been the biggest challenge as you transitioned to your role?
- What is one piece of advice you'd give on how to be 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 Opportunity Youth 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 job seekers 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. Our guests will be participating in career training workshops on [DATE]. 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 conversations

Much like an informational interview, this activity will give your nonprofit partner 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 to give each pair or small group the “space” they need. You can pre-match the pairs and send LinkedIn profiles in advance to each (preferred) or you can match randomly on the spot.



## Workshop: mock interviews

This activity allows the participant to practice their interview skills in a more comfortable environment as well as grow social capital. You can do this workshop a few different ways depending on the amount of time you wish to spend.

**Behavioral interview:** two 20-minute mock interviews with 10 minutes of feedback for each. If you add 5 minutes in between for partners to swap, the total workshop time is 1 hour.

**Best for:** volunteers from a variety of careers, less logistical planning, less volunteer preparation

**Role-specific interviews:** one 30-minute mock interview with 15 minutes of feedback, total workshop time is 45 minutes.

**Best for:** volunteers who match the career paths of the job seekers, more in-depth conversations

See below for the volunteer guide for the [Mock Interview Workshop](#).

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

**Virtual:** Use virtual breakout rooms to give each pair the “space” they need. You can pre-match the pairs for role-specific interviews and send LinkedIn profiles in advance. For behavioral interviews, we recommend matching randomly on the spot.

## Workshop: crafting your career story

This is a fun and engaging activity for those entering their first careers from nontraditional backgrounds. Like any good narrative, your career story should follow a compelling and concise story arc that draws the listener in. This workshop pairs individuals and employee volunteers to help facilitate collaboration and creativity. We recommend starting together with a 10-minute overview of crafting career stories. Then, break into pairs and give folks 30 minutes to craft their own story. If you want to add on more time, you can switch pairs and give your guests 5 minutes to deliver their new story and get immediate feedback.

**Career Story** = Lessons Learned (Unique, Individual Experiences) + Goals + Candidacy for a Specific Role

**Best for:** creative volunteers who like writing/marketing/telling stories, pitching, direct engagement, mini mentoring, breaking down corporate speak, focusing on skills

See the presentation deck to create your own [Crafting Career Story Workshop](#).

**In person:** If you have a café or casual seating area on your campus, that would be a great spot for this experience. Otherwise, spread out within a large room or utilize smaller conference rooms to give each pair creative space.

**Virtual:** Use virtual breakout rooms to give each pair the “space” they need.

## 5. Resources

Sample Planning Timeline

10 weeks out	Begin setting your internal objectives and research nonprofit partners.
8 weeks out	Begin nonprofit 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 external job seekers, 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 job seekers.
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 job seekers, 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 job seekers.

### **What to expect.**

You'll be matched with a job seeker 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™

## Participant Guide: Career Conversations

Thank you for spending time participating in Workforce Week! We all know the job search 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?

# Workforce Week™

## Volunteer Guide: Mock Interview Workshop

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

### **What to expect.**

This workshop is designed to help job seekers practice their interview skills in a comfortable setting. It will include time for interview practice and feedback, and is meant to be more informal than a traditional interview.

The job seeker should be prepared to speak to their experience and may be able to describe what type of career they'd like to pursue. For the purposes of this exercise, the questions provided will be general enough to apply to any field.

You are encouraged to share your contact information or connect on LinkedIn if you are comfortable—but it is completely optional. While we believe this offers additional skill-building opportunities around appropriate follow-up and business communication, we realize it's not right for everybody or every company. Use your discretion.

### **Mock interview #1 | 20 minutes.**

#### ***Instructions.***

Begin by introducing yourself and spending a minute or two getting to know each other, then begin the interview by asking a question from the list below. If there is more than one student per breakout room, rotate who is answering the interview questions.

#### ***Interview questions.***

If you haven't already, spend the first minute or so talking about the kind of career the job seeker is interested in pursuing. Then dive into the interview questions below. No need to go in order, and you are welcome to ask other questions outside of this list.

- Could you tell me a little about your educational background and work experiences?
- What career path are you interested in and why?
- How has your past work or school experience helped you prepare for a future career?
- Can you give me an example of a time when you demonstrated your creative problem-solving skills?
- Describe a situation in which you asked for advice or help.
- Tell me about a mistake you made at work or in school—and looking back, what you would have done differently. What did you learn from this mistake?
- What is something that you are passionate about and why?
- Describe a time when you had to take on something very new or different with little or no guidance or support. How did you handle it?
- Describe a conflict you've had with a co-worker, friend, or customer and how you handled it.
- What is one of your areas of opportunity? What are you doing to improve?
- Describe a situation when miscommunication created a problem on the job or in school.

**Feedback #1 | 10 minutes.**

***Instructions.***

This portion of the breakout session is dedicated to feedback. As the mock interviewer, let the job seeker know what they did really well and what could use some work. Make sure to cover interview answer structure as well as nonverbal cues. Feel free to work through suggested canned responses together or help them implement the [STAR method \(situation, task, action, result\)](#) as a response framework tool.

**Reflect and swap partners | 5 minutes.**

To get a chance to put their new learnings into practice, the job seeker can try again with a new partner. You will be brought back into the all-hands Zoom call and randomly paired with a new partner.

**Mock interview #2 | 20 minutes.**

***Instructions.***

Once you are assigned a new partner, begin by introducing yourself and spending a minute or two getting to know one another and the kind of career the job seeker is interested in pursuing. Once you're introduced, dive into the interview by reusing the interview questions from before. This is a second opportunity for the job seeker to practice using the newly given feedback. If there is more than one job seeker per breakout room, rotate who is answering the interview questions.

**Feedback #2 | 10 minutes.**

***Instructions.***

Repeat above steps for providing feedback as before. After this feedback session, you will be brought back into the all-hands Zoom call. Job seekers will be asked to share and reflect after the session—you are welcome to listen, but your volunteer shift will be over at this time.

# Workforce Week™

## Participant Guide: Mock Interviews

Thank you for spending time participating in Workforce Week! We all know the job search 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 steps:

- 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. You will be given a URL, meeting ID, and password that you'll use to join the workshop.

- 2 Review the workshop agenda.

15 minutes	Intro & Trivia
30 minutes	Behavioral Mock Interview #1 + Feedback
30 minutes	Behavioral Mock Interview #2 + Feedback
15 minutes	Reflection & Close

- 3 Review the [mock interview guide](#) below.

Review the mock interview example questions below so you know what to expect. You'll have the opportunity to practice a 20-minute behavioral interview twice. You'll also be able to speak candidly with your mock interviewer to gather feedback 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 a participant needs support beforehand.*

The volunteer mock interviewers have been given the sample list of questions below. We are sharing these to give you a better sense of what to expect, but keep in mind these might not be the exact questions you are asked.

## Mock Interview Workshop Guide Excerpt

### *Example interview questions.*

If you haven't already, spend the first minute or so talking about the kind of career the job seeker is interested in pursuing. Then dive into the interview questions below. No need to go in order. As a volunteer interviewer, you can model appropriate interview responses as needed.

- Can you tell me a little about your educational background and work experiences?
- What career path are you interested in and why?
- How has your past work or school experience helped you prepare for a future career?
- Can you give me an example of a time when you demonstrated your creative problem-solving skills?
- Describe a situation in which you asked for advice or help.
- Tell me about a mistake you made at work or in school, and what would you have done differently. What did you learn from this mistake?
- What is something that you are passionate about and why?
- Describe a time when you had to take on something very new or different with little or no guidance or support. How did you handle it?
- Describe a conflict with a co-worker, friend, or customer and how you handled it.
- What is one of your areas of opportunity? What are you doing to improve?
- Describe a situation when miscommunication created a problem on the job or in school.



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