

CAREER READY SD

Work-Based Learning: Business Industry Guest Speaker

A Project of:



This document was created with federal dollars available to the SD Department of Education through the American Rescue Plan (ARP).

Work-Based Learning: Business and Industry Guest Speaker

WBL helps students of all grades learn about careers and develop personal and professional goals for life after high school. Business and Industry Guest Speakers provide an opportunity for a classroom or group of students to hear directly from a career professional, allowing students to gain realistic perspectives on expectations in a career field and the workplace requirements. As a business, being a guest speaker lets you share information about careers in your company with students in your community. You have the opportunity to engage with young people as your potential next generation of workers. Below are Key Elements for a Business and Industry Guest Speaker in the classroom.

1. Communicate in Advance with the Classroom Teacher

Ask about the class you are speaking to and discuss goals the teacher has for the presentation. Does the teacher have specific questions or points they want you to address? Do you have any equipment or technology needs? If so, ask the teacher to prepare the room in advance. Provide the teacher with links to any websites or online resources you want to share with students. If you are conducting a virtual presentation, request a test run with the teacher to ensure you are both comfortable with the technology.

2. Prepare for Your Presentation

Prepare materials and talking points based on the grade-level and amount of time you have for your presentation. Connect your talking points and information about your career and industry to the class you are visiting. Identify materials or visual aids that you can bring to engage students during your presentation.

3. Conduct Your Presentation

Your presentation should be informational and conversational. Create a dialogue with students by asking them questions, using visual aids from your company (products, tools, materials, etc.), and linking your company to the local community. This can help students make a connection with your company and the information you share. Presentation elements can include:

- Your introduction (name, company, job title)
- Career and industry you represent
- Your company's story (how it started, who you serve, what you provide)
- Your job responsibilities and what your typical day/week looks like
- How you got your start in your career
- Education and training that helped in your career path
- Knowledge and skills that you use in your job
- Future prospects and changes in your career and industry
- What students can do and how they can prepare for a similar career

3. After Your Presentation

As a guest speaker, you can provide valuable insight and information to students about local careers and industries in the community. You can help teachers with planning for future guest speakers by providing feedback about your experience. Evaluate your presentation and consider other opportunities to promote your business to local schools and students.