

## TIPS FOR CAREER PRESENTATION CONTENT

### Goals:

- Showcase the careers of "Iowa's Creative Corridor" so students understand the diversity of opportunities right in their own backyard!
- Connect local businesses with students to help shape the future workforce.
- Convey to students the value of developing Professional Skills.

### Professional Skills to Highlight:

- Integrity
- Positive Attitude
- Teamwork
- Professionalism
- Communication
- Problem Solving
- Work Ethic
- Life-long Learning

### Sample Format

- Tell your story.
  - How you became interested in your career.
  - Education and experience that help you in work.
  - Skills required to be successful in this profession.
  - A typical day on the job.
  - What you enjoy most/like least about your work.
- **Do an activity or demonstration.**
- Closing
  - Share any personal 'secrets to success'.
  - What do you wish you would have known 'back then'?
  - Feel free to share a souvenir/brochure from your business.

**While content is important, the students will remember your presentation if they are engaged. Refer to "Tips for Interactive Presentations" for more information.**

### Things to Consider...

- Keep in mind that students will be at a variety of levels when it comes to career exploration and development. Therefore, you may see a wide range of interest and questions.
- Students are asked to prepare questions, but don't be offended if they are quiet.
- You may be asked how much money you make. You can provide general salary ranges and/or starting wages.