



## Employer Storytelling Outline

- Welcome to students
- General overview of industry and business
  - Why should students be curious about this industry or business?
  - Give an overview of occupations available within this business
- Presenter career story
  - As a K-12 student
    - What did you want to be when you grew up?
    - Did you participate in any type of experiential learning as a student? *Examples: job shadows, internships, etc.*
  - What was your first paid job?
  - Share your professional development story
    - How did you get where you are?
    - What were the challenges you have faced?
    - How did you overcome the challenges?
    - What are the rewards?
  - Illustrate and describe a “day in the life” of your occupation
- Provide details regarding the skills, education and experience to qualify to enter occupations in your business