



SPEAKER TOOLKIT

**ECHS
CAREER DAY**

November 7, 2014



FRIDAY NOVEMBER 8, 2013

8:30 - 9:00 am	WELCOME + Check-in
9:05 - 10:05 am	Session 1: Speaker Presentations + Workshops
10:05 - 10:15 am	Networking Break
10:15 - 11:15 am	Session 2: Workshops + Keynote
11:20 - 12:20 pm	Session 3: Speaker Presentations + Keynote
12:30 - 2:00 pm	JOIN US! Speakers' Lunch: Networking + Discussion for Speakers + Sponsors

Please arrive
20+ minutes
ahead of your
session. You
will receive
schedule &
room
confirmation
the week of
the event.



BRIAN WATT

KPCC BUSINESS & ECONOMICS
REPORTER

Brian holds degrees in Theater from Yale and the Sorbonne. He has worked as an actor in France, Italy, Brazil, Hungary and Hollywood. Prior to joining KPCC in 2007, Brian worked as a producer at “Marketplace.”



ERNEST BASKERVILLE

DIRECTOR OF JOHN R
WOODEN AWARD

Born and raised in Los Angeles, Ernest is a product of LAUSD. He managed to escape a gang-intensive upbringing and graduated college with a BA in Social Science. He is now a director of Sports Marketing and a basketball coach.



12:30 – 2:00 pm

Let the same students you've just inspired inspire you over lunch. You'll hear from our students and have an opportunity to meet and introduce yourself to the other speakers. We'll provide healthy food a raffle.

WHAT DO I TALK ABOUT?

ECHS 9th – 12th graders are **excited** to hear from you on Career Day. Here are a few ideas to guide your discussion with them in order to maximize your message and your time:

- You will be sharing a one-hour slot with 1-2 other speakers
- **Your talk should be about 15-20 minutes long**
- Students will be practicing active listening during your presentation
- Students will be listening for moments in which you've been bold and writing them down as you share

If you have been contacted about doing a workshop, please follow the topic that was agreed upon

1 Tell YOUR Story

Everyone (especially teenagers) appreciates transparency. Make yourself relatable by sharing what has gotten you where you are, including your imperfections and strong suits.

2 What BOLD MOVES have you made in your career?

Did you follow your childhood dream? Are you surprised by where you ended up? What risks were necessary to have taken to end up where you are? What has surprised you about your career and decision making?

3 Share your PASSION

What gets you out of bed every morning? How did you discover your passion? If your job isn't your ultimate passion, how do you express that part of yourself in other ways?

4 Talk about your FIELD

Where is your industry headed? What type of people are involved in your field? What types of people are you looking to hire? How does sustainability relate to your job/industry? What are the perks of your field/job?

5 WHAT'S YOUR SECRET? (INTERNSHIPS, NETWORKING...)

What, beyond your job, do you contribute to your success? Internships, mentors, networking...

SHARE YOUR MISTAKES

None of us are perfect. What did you learn – or what could our students learn – from your mistakes?

AVOIDING CRICKETS ON CAREER DAY

1

Seven Minute Rule

Lets face it, we have to compete with Facebook, Twitter and Google for our student's attention. Try to keep talking down to seven minute bursts. Break it up with with some activities (see Tip 2).

2

Make it Interactive

Break your "talk" up with activities, questions for students to answer aloud or to discuss with the person sitting next to them. Consider including a video or photos in your presentation (please make sure to let us know so we can arrange to have the proper set up).

3

Tell a Story

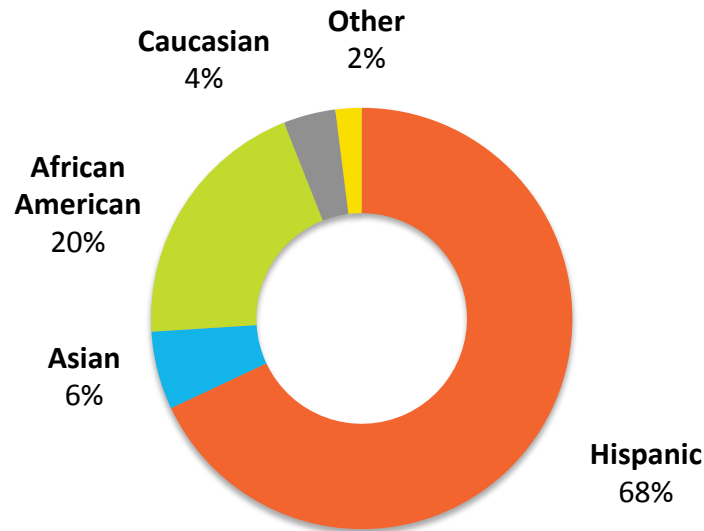
Facts and points are most remembered when embedded in a personal story.

4

Emphasize & call out the most critical concepts

aka: Tell the students what you are going to tell them, then tell them, then tell them what you told them. Consider illustrating your main points/key takeaways through visuals, stories or slides.

ECHS STUDENTS ARE....



CRITICAL THINKERS,
COLLABORATORS,
CREATIVE,
COMMUNICATORS

75% OF ECHS
STUDENTS
QUALIFY FOR
FREE OR
REDUCED LUNCH

95% OF OUR LAST
GRADUATING
CLASS WAS
ACCEPTED INTO A
4-YEAR COLLEGE

MOST OF OUR
STUDENTS WILL BE
THE FIRST IN
THEIR FAMILIES TO
ATTEND COLLEGE

TEENAGERS....THEY
WOULD USUALLY
RATHER BE
LOOKING AT THEIR
PHONES

WHAT OUR STUDENTS HAVE TO SAY...

“The speakers were very impressive and gave me useful tips on etiquette in the business world.”

- Kylie

“Now, I have a clearer mind about what I’m going to be doing in the future...”

- Tiffany

“I was amazed to see how a journalist and a reporter are able to cause change and spark a form of revolution!”

- Pedro

“The advice regarding interviews and first impressions will stick with me and be really useful in the future.”

- Jesse



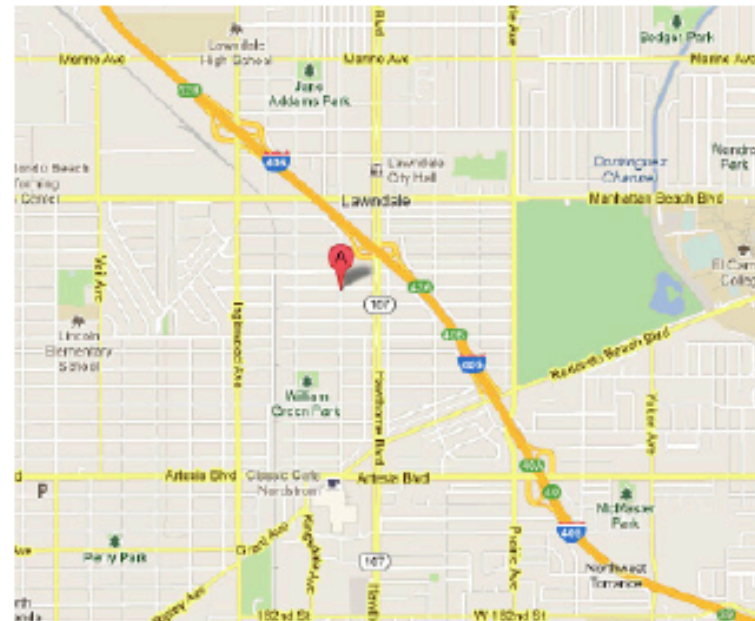
For Environmental Charter High School - Lawndale



We are located in Lawndale, California,
just west of the 405 freeway.

Exit Hawthorne Blvd and head South. Take your 3rd right on 164th Street. The school will be on your right at Grevillea Avenue.

Street parking is available. Please observe street parking restriction signs. There is also a parking lot accessible from 164th Street; please note it can be difficult to exit during lunch and afterschool. Enter the campus through the gate on Grevillea Avenue. If gate is locked (lunch/afterschool) enter through the parking lot on 164th Street.



**SEE YOU
SOON!**

QUESTIONS

lucy_tseng@ecsonline.org

