

**FOUNDATION FOR
FREE
ENTERPRISE
EDUCATION**

excellence in learning

**Speaker Series
Accompaniment
Workbook**

Student Name:

Table of Contents

<i>Section</i>	<i>Page #</i>
• <u>Welcome</u>	3
• <u>Postsecondary Preparation and Career Exploration</u>	4
• <u>Career Interests</u>	5
• <u>Mentorships</u>	6
• <u>How to Get a Job</u>	7
• <u>Staying Positive During Your Job Search</u>	7
• <u>Résumé Writing</u>	8
• <u>Complete a Sample Résumé</u>	9 - 10
• <u>Completing a Job Application</u>	11
• <u>Practice Completing a Job Application</u>	12 - 13
• <u>Writing a Business Letter</u>	14
• <u>Business Letter Envelope Template</u>	14
• <u>Business Letter Template</u>	15
• <u>The Job Interview Process</u>	16
• <u>Interviewing Dos and Don'ts</u>	17
• <u>Sample Interview Questions</u>	18
• <u>Other Programs Offered by the Foundation</u>	19
• <u>For School Use (Standards Alignment)</u>	20
• <u>Sources Used For Reference</u>	21

Welcome

For 42 years, the Foundation for Free Enterprise Education has been committed to bringing educational opportunities to the youth of Pennsylvania. Our mission has been *“To heighten the awareness of Pennsylvania’s youth about their future role in the American free enterprise system by delivering high-quality and practical hands-on learning experiences”*.

Our Speaker Series will provide our students, their families and our schools community with relevant content that will help students engage in further Postsecondary Preparation and Career Exploration. This collection of resources will allow students to explore and learn about a variety of careers as well as get advice, industry knowledge, tips and guidance from experts and industry professionals.

Students will also have the chance to connect with professionals in their field(s) of interest and form a mentorship platform that will provide guidance, support and motivation to help grow and enhance their skills so they can hit the ground running.

This workbook will serve as an accompaniment that students can use for their own personal guidance. Or they may be able to use it as an artifact for their Career Portfolios to help them meet certain standards requirements.

To view our videos, please visit http://pfew.org/speaker_series.php.

After watching the videos, if you are interested in learning more about these careers or skills, please contact us and we will connect you with our volunteers for mentorship opportunities. You can reach the Foundation offices at 814-833-9576 ext. 6 or email amber@pfew.org.

We want to hear from you! We would love to have your feedback on our taped content, please visit https://pfew.org/survey_speakerseries_feedback.php to take our survey.

Postsecondary Preparation and Career Exploration

Please answer the questions below after viewing several of the videos that can be found at http://pfew.org/speaker_series.php.

1. How did watching these videos impact your career plans?

2. Please list two goals or steps you should consider as a result of watching these videos.

3. How does watching these videos help with your career planning?

4. What new skills have you learned by watching some of the videos? And how will you apply them to your own life?

Career Interests

List 3 careers that interested you from watching the videos and then list the traits you might need should you choose to pursue those careers.

1. Person's Name:

Title:

Company:

Traits Needed to Succeed in Their Career:

2. Person's Name:

Title:

Company:

Traits Needed to Succeed in Their Career:

3. Person's Name:

Title:

Company:

Traits Needed to Succeed in Their Career:

Mentorships

What is a mentor?

- “A mentor may share with a mentee (or protege) information about his or her own career path, as well as provide guidance, motivation, emotional support, and role modeling. A mentor may help with exploring careers, setting goals, developing contacts, and identifying resources.” (Source: <https://www.washington.edu/doiit/what-role-mentor>)

If the person whose video you watched was your mentor*, what additional questions would you have about their position or skills? List below.

1. Person's Name:

Questions:

2. Person's Name:

Questions:

3. Person's Name:

Questions:

***If you are interested in learning more about these careers, please contact FEE to be connected to our volunteers for mentorship opportunities. You can call their offices at 814-833-9576 ext. 6 or email amber@pfew.org.**

How to Get and Keep a Job

Things to keep in mind:

1. Always show courtesy and respect for co-workers, subordinates, and managers.
2. Demonstrate your loyalty to the company.
3. Be flexible.
4. Don't expect the organization to function perfectly all the time.
5. Avoid emotional outbursts. Maintain composure all the time.
6. Avoid romantic involvement with anyone at work.
7. Avoid excessive complaining.
8. Learn and use other people's names whenever possible.
9. Be a team player.
10. Share credit for successes when warranted.
11. Always try to maintain friendly and understanding work relationships.
12. Do not try to highlight yourself and your achievements to your manager at the expense of someone else who reports to him/her.
13. Do not make a habit of leaving work (mentally or physically) before quitting time and strive to arrive early whenever possible.
14. Do not use profanities at work.
15. Never discuss your salary with anyone at work except your manager.
16. Always follow through on your commitments.
17. Be optimistic. Take a positive approach whenever possible.
18. Always be honest. Admit your mistakes and suggest means for correcting errors.
19. Don't complain about an assigned task, however menial. Learn from it.

Stay Positive During Your Job Search

- **Volunteer and Network** - it can help develop skills and strengths you can reference during an interview.
- **Research your job field** - skills and opportunities in certain fields are ever changing. Do your homework to learn more about the field you want to enter and help yourself prepare for a job in that field. By staying current on things, you make yourself more marketable.
- **Keep a schedule** - if you are applying for a 9 to 5 job, get up each day during your job search as if going to work. By maintaining a schedule, you will have an easier transition once you land a job.
- **Don't Fixate on Missed Opportunities** - Just because you did not get the job does not mean you failed. Someone else simply may have been more qualified. Learn from each interview opportunity.
- **Manage Stress** - while finding a job can lead to stress, do what you can to help alleviate stress so you can remain positive during the search.

Résumé Writing

What is a résumé?

- A résumé is “*a brief written account of personal, educational, and professional qualifications and experience, as that prepared by an applicant for a job*”. (Source: dictionary.com)
- Think of a résumé as an advertisement for you. It sums up your experience on one page and gives your future employer an overview of your qualifications for a job.

What type of résumé is right for me?

- Chronological
 - A chronological résumé lists your work history starting with the most recent first.
 - Below that, you list your other jobs in reverse chronological order.
- Functional
 - A functional résumé focuses on your skills and experience as opposed to your chronological work history.
 - Instead of a work history, you have sections such as professional experience, accomplishments, etc.
 - This résumé includes a brief résumé summary or headline at the top which details one’s skills or achievements.
 - It might not include all of one’s employment history, just a more concise list of work history at the bottom.
- Combination
 - A combination résumé includes elements from both a chronological and functional résumé.
 - At the top, you list your skills and qualifications. At the bottom you list a chronological work history.
 - This highlights what makes you the best fit for the job and gives the employer the information they desire.
- Targeted
 - This résumé is more customized to the specific position you want.
 - Your work history, abilities and education are reflections of the job requirements.

Tips for writing a résumé:

- Keep it professional.
- Use common font such as: Times New Roman, Arial, Tahoma or Calibri in standard 10-12 point font with 1 inch margins.
- Check for spelling, punctuation and grammar errors.
 - Don’t just rely on spell or grammar check, ask a fresh set of eyes to help proof it for you.
- Keep it brief.
 - One page is often preferred.
- Update it regularly.
 - Keep your information current as you may have obtained many new skills and education.
- Do not list meaningless details.
- You should always have a list of references readily available on a separate sheet. You should always check with your references and make sure you have their permission to list them as a reference on a résumé or job application. If they prefer to not be used, replace with another option.

Complete a Sample Résumé

Your Full Name

Contact Information (Address, City, State, Zip, Email, Phone)

Objective: List your job objective here.

Education:

[School Name],

[City], [State]

[You might want to include your GPA here and a brief summary of relevant coursework, awards, and honors.]

Experience: [This is the place for a brief summary of your key responsibilities and most stellar accomplishments.]

[Dates From] - [To]

[Job Title] · [Job Position] · [Company Name]

[Key responsibilities, Accomplishments]

[Dates From] - [To]

[Job Title] · [Job Position] · [Company Name]

[Key responsibilities, Accomplishments]

Leadership: [Are you president of a club? Do you do volunteer work? List all organizations or activities that you participate with to show that you're a natural leader.]

Role in Organization · Dates Involved · City and State of Organization

Role in Organization · Dates Involved · City and State of Organization

Skills: [List key skills that will help you with the job]

[Skill 1]

[Skill 2]

[Skill 3]

[Skill 4]

Using the previous template, please create a sample of your own personal résumé below.

Completing a Job Application

Employers use job applications to quickly gather information and compare employee candidates without reading through entire résumés. This means you will want your application to be complete, legible and clearly documented. Incomplete applications or ones that are hard to read will often be overlooked, and you may not even be considered for the position.

Here are some tips for completing an application:

- **Be organized**
 - Practice completing a sample application (see following page).
 - Keep copies of any paperwork you submit in a folder so you have access to the information should there be additional questions and so you do not forget.
 - Memorize or make sure you have access to your basic information (name, contact information, social security number, work history information, former employer contact information, reference information, etc.), as some applications may be time sensitive. While you might not always need to know all things, it does help you save time.
- **Read and follow instructions carefully.**
 - Employers want to hire people who can follow directions. Read the application and follow its instructions. Do not overlook any fine print.
- **Print clearly in blue or black ink** if hand written or be sure to use a professional legible font if using an electronic device to fill out the form online.
 - If applying online, be sure to verify that you did not autofill any sections with incorrect information before you submit it.
- **Complete all requested information and avoid leaving anything blank.**
 - Incomplete applications are often not considered.
 - If questions do not apply please indicate n/a.
- **Use an email address that is checked regularly** and does not contain any inappropriate language or insinuations.
 - You may want to consider creating a separate professional account just for job applications.
- **Do not provide negative information** and if you have to, try to be as positive as possible.
 - For example, if you were let go or fired from your previous position, you should try to be positive and save the longer explanation for the interview. Or list “will discuss at interview” if it is something you would prefer to discuss in person.
- **Always tell the truth** and do not over exaggerate.
- **Make sure your responses are spell checked and have no errors** (content or grammar).
- **Avoid abbreviations and acronyms** as some people may not be familiar with them.
- **Always check with your references** and make sure you have their permission to list them as a reference. You should contact them before you put their information on an application.
- **Always sign and date paper applications.**
- **Follow up with the company** if you haven’t heard anything a week after applying. This will let them know you are interested and enable you to ask how long they keep applications on file.
- **Remember...**Employers may check your social media accounts. It is critical to make sure that networking profiles such as LinkedIn are up to date and that your other accounts such as Twitter, Facebook, etc. do not contain any information you would not want an employer to see.

Practice Completing a Job Application

Sample Employment Application

Applicant Information

Full Name: _____ Date: _____
Last First M.I.

Address: _____
Street Address Apartment/Unit #

City State ZIP Code

Phone: _____ Email _____

Date Available: _____ Social Security No.: _____ Desired Salary: \$ _____

Position Applied for: _____

Are you a citizen of the United States? YES NO If no, are you authorized to work in the U.S.? YES NO

Have you ever worked for this company? YES NO If yes, when? _____

Have you ever been convicted of a felony? YES NO

If yes, explain: _____

Education

High School: _____ Address: _____

From: _____ To: _____ Did you graduate? YES NO Diploma: _____

College: _____ Address: _____

From: _____ To: _____ Did you graduate? YES NO Degree: _____

Other: _____ Address: _____

From: _____ To: _____ Did you graduate? YES NO Degree: _____

References

Please list three professional references.

Full Name: _____ Relationship: _____

Company: _____ Phone: _____

Address: _____

Full Name: _____ Relationship: _____

Company: _____ Phone: _____

Address: _____

Full Name: _____ Relationship: _____

Company: _____ Phone: _____

Address: _____

Previous Employment

Company: _____ Phone: _____

Address: _____ Supervisor: _____

Job Title: _____ Starting Salary:\$ _____ Ending Salary:\$ _____

Responsibilities: _____

From: _____ To: _____ Reason for Leaving: _____

May we contact your previous supervisor for a reference? YES NO

Company: _____ Phone: _____

Address: _____ Supervisor: _____

Job Title: _____ Starting Salary:\$ _____ Ending Salary:\$ _____

Responsibilities: _____

From: _____ To: _____ Reason for Leaving: _____

May we contact your previous supervisor for a reference? YES NO

Company: _____ Phone: _____

Address: _____ Supervisor: _____

Job Title: _____ Starting Salary:\$ _____ Ending Salary:\$ _____

Responsibilities: _____

From: _____ To: _____ Reason for Leaving: _____

May we contact your previous supervisor for a reference? YES NO

Disclaimer and Signature

I certify that my answers are true and complete to the best of my knowledge.

If this application leads to employment, I understand that false or misleading information in my application or interview may result in my release.

Signature: _____ Date: _____

Writing a Business Letter

Often, we need to write a professional letter for various reasons (thank you, cover letter, etc.). Below are some tips for writing a formal business letter.

- **Type the letter out** or if a hand-written letter, use blue or black ink.
- **Keep the tone professional** - Even if you know the person, this is not casual or chatty like email can be. Your letter should be friendly, but professional.
- **Be sure to sound like yourself** - You don't want your letter to read as if someone else or a robot wrote it.
- **Write clearly** - State your point early in the letter. Use straightforward and concise language. Be sure you can hold your reader's attention.
- **Organize information logically** - Group related information into separate paragraphs.
- **Be persuasive** - Establish a positive relationship with the reader. If you have a connection to them, please list it.
- **Understand who is reading the letter** - Address items you think they may want to hear or give examples to help prove any points you want to make.
- **Conclude with a call to action** - State what the person needs to do and if you will be following up and how.
- **Proofread your letter** - Do not just rely on spell check. Proof for grammar, spelling and punctuation. Mistakes can leave an unfavorable impression.

Business Letter Envelope Template

Your Name Street Address City, State Zip	Stamp
Their Full Name Title Company Street Address City, State Zip	

Business Letter Template

This is a sample letter outline that can help you with your business letter. It shows you how to layout the addresses on your letter, where your closing should go, and has some sample categories that you can use.

Your Name
Street Address
City, State Zip
Date

Their Name
Title
Company
Street Address
City, State Zip

Dear Miss/Ms./Mrs./Mr. Last Name,

Body Text: Why are you writing? What is the reason for the letter? If any connections, establish them up front. Group related information together in paragraphs.

Closing "Call to Action": State what the person needs to do and if you will be following up and how.

Sincerely,

[SIGNATURE HERE]

Your Printed Name

Enclosures *(if anything else will be included with the letter, list number of enclosures here)*

c: *(if anyone else should get a copy of this letter, put their name here)*

The Job Interview Process

The Job Interview can be the most important part of getting a job. Making a good first impression can make or break your chances of getting the position. Below are some tips to help you prepare for a successful interview.

- **Do Your Homework!** - Learn about the job and the company. What would you be doing? What do they do? Who are they? Being informed will prepare you for what to expect and any questions they may ask.
- **Come Prepared** - It is important to bring the necessary paperwork and any additional items that may help. These include but are not limited to...
 - Your résumé
 - A copy of the job application
 - Qualifications such as school records, certificates or special awards relevant to the position as evidence of your ability to do the job.
 - Written references
 - Samples of your work or hobbies that may be related to the job such as an art portfolio, articles or reports written by you, models, etc.
- **Know Where You Are Going** - You don't want to be late for the interview as it can leave a bad impression. Check the address of the business, make sure you know where you are going upon arrival, research where to park and do a trial run if need be. You should plan to arrive AT LEAST 10 minutes early for your interview.
- **Dress for Success** - Again, first impressions are everything. Decide what you are going to wear and lay it out the night before. Make sure you look clean and tidy. Avoid inappropriate clothing and dress for the occasion. It is often better to be overdressed than underdressed.
- **Plan Out What You Want to Say** - Practice answers to questions that employers may ask. Give brief clear answers. Don't rely on just yes or no answers. Ask someone to play the role of the interviewer.
- **Be Positive** - Know that some questions may create "stumbling blocks" (such as questions about lack of experience, gaps in employment, weaknesses, etc.) but answer them as positively as you can and turn your negatives into a positive.
- **Don't Be Afraid to Ask Questions** - It is ok to prepare a few questions for your future employer. Keep the questions job related, not about money or holidays.

Interviewing Dos and Don'ts

DO

- Go alone
- Be well groomed
- Arrive early
- Introduce yourself to the receptionist if there is one. Give your name, time of interview and the person you are meeting with
- Smile
- Shake hand firmly
- Make eye contact
- Listen carefully
- Speak clearly
- Think before you answer
- Answer honestly
- Use proper grammar
- Ask for clarification if need be
- Be positive
- Be polite and courteous to others you come in contact with
- Express your interest in the position and readiness to do the duties required
- Watch your body language
- Thank interviewer for their time and opportunity to be there
- Follow up with interviewer if you have not heard back in a reasonable amount of time (1-2 weeks)

DON'T

- Fidget, chew gum or fiddle
- Talk too fast
- Interrupt the interviewer
- Fold your arms
- Slouch in chair
- Say you will take anything - it makes you seem desperate
- Criticize your former employer
- Discuss personal or financial issues
- Beg for position
- Hang around after the interview
- Stress yourself out
- Provide false information
- Sit down until invited to do so
- Use inappropriate language or slang
- Overstress your qualifications
- Be disheartened if you don't get the job
- Leave your cell phone on

Sample Interview Questions

Below are some questions that you may be asked during a standard interview...

- What can you tell me about yourself?
- What made you apply for this job or why do you want this position?
- What do you consider your strengths, special skills or abilities?
- What qualifications do you have for this job?
- Have you had any experience in this line of work?
- What do you know about our company?
- Are you active in any clubs or organizations?
- What school subjects interested you?
- What are your hobbies or interests?
- What are your plans after graduation?
- What are your long-term career plans?
- Would you take on further training if it is required for this situation?
- How do you handle new situations or procedures?
- How do you feel about working on a team?
- Would you be willing to work overtime or weekends if needed?
- When can you start?
- What are your weaknesses or faults?
- Why do you have a gap in employment or frequent job change history?
- How do you work under pressure?
- Why should we consider you over other applicants?
- What are your goals and how are you preparing to achieve them?
- Would you like to ask any questions?

Below are some questions you could ask of the interviewer...

- What further study could I do?
- Where would I be working?
- Who would I be working with?
- What training would I be given?
- What work hours are available?
- What is proper work attire?
- What is the timeline and steps involved in the hiring process?
- Why is the position vacant?
- What are the pros and cons of this type of work?
- What do day-to-day responsibilities look like?
- What are the company's values?
- What does success look like in this position and how do you measure it?
- Are there opportunities for professional development and growth?
- Is there anything about my background or resume that make you question if I am a good candidate?

Other Programs Offered by The Foundation

Pennsylvania Free Enterprise Week (PFEW)

PFEW is an award-winning week-long summer economics education program offered to all current high school sophomores and juniors throughout Pennsylvania. It is an exciting, team-based program that teaches students to understand and celebrate the American free enterprise system by introducing them to the inner workings of modern 21st century business. PFEW helps students develop critical skills in communication, leadership, time management, problem solving and team building all while improving their self-esteem and confidence. The PFEW program provides students with opportunities to assess interests, build skills, and identify and explore careers in an interactive, hands-on setting. Interested students can pick up an application at the high school or apply online at www.pfew.org.



For more information, visit www.pfew.org.

Stock Market Game™ (SMG)

SMG is an exciting program that allows students to experience the thrill of investing without all the risk of losing real money. Students get \$100,000 of virtual cash that they can use to invest in stocks, bonds, etc. They are in control of their fortune and compete with other teams from their region and across the state. They learn what it means to work as a team as they, together, rejoice in their successes and learn from their mistakes. Through the Stock Market Game, they gain a fundamental understanding of investing and how you can make your money work for you!



For more information, visit <https://pfew.org/SMG.php>.

Follow Us On Social Media:

- www.facebook.com/FoundationFEE
- www.facebook.com/PFEW1
- www.twitter.com/pfew_org
- www.instagram.com/pfew_org
- www.youtube.com/user/PAFreeEnterpriseWeek

For School Use (Standards Alignment):

Standards Aligned with the Workbook:

CEW 13.1.11A

- Relate careers to individual interests, abilities, and aptitudes.

CEW 13.1.11B

- Analyze career options based on personal interests, abilities, aptitudes, achievements and goals.

CEW 13.2.11C

- Develop and assemble, for career portfolio placement, career acquisition documents, such as, but not limited to:
 - Job application
 - Letter of appreciation following an interview
 - Letter of introduction
 - Postsecondary education/training applications
 - Request for letter of recommendation
 - Résumé

Standards Aligned with Other Foundation Programs:

Pennsylvania Free Enterprise Week (PFEW)

CEW 13.4.11 Entrepreneurship

- **A** - Comparing entrepreneurial and corporate environments to achieve personal career goals
- **B** - Recognizing entrepreneurial traits and how they match with personal traits
- **C** - Developing a business plan, using community entrepreneurship resources (e.g. Chamber of Commerce, trade/technical Associations, entrepreneurial development centers)

CEW 13.3.11.G

- Evaluate strategies for career retention and advancement in response to the changing global workplace.

CEW 13.2.11.E

- Demonstrate the application of essential workplace skills/knowledge in the career acquisition process.

Stock Market Game™ (SMG)

Partnership for 21st Century Skills Frameworks for Information, Media and Technology Skills

- Encourages critical thinking, as the students decide for themselves which stocks they are going to purchase and why. They must analyze their decisions, current events, economic trends and more as they compete against their peers.
- They are broken into teams of 2-5 students. In their groups, they must learn to communicate and collaborate for the best result.
- In videos and materials that we provide the teachers and students, they are shown how to do their own independent research so that they can grow in both their financial knowledge and their analytical abilities. They learn to understand the role of the economy in society and see how some of the big news events can have an effect on companies and the consumers and communities they serve.
- Students will be interacting with the SMG platform on either their computers, tablets or phones. They will learn vital Information, Media and Technology Skills as they research and perform their trades. They will learn to access and evaluate information, discuss it collaboratively and learn to come to a consensus regarding their decision.
- The students will be self-directed and will have to set their own goals and rules with respect to whether they will purchase stocks and at what point they would either sell or hold on to them. They will be able to monitor the value of their portfolio each day, which serves as a barometer that they can use to judge their performance. In addition, they will be ranked against their peers across the region and the state, which helps to increase their engagement.

Sources Used For Reference:

The following sources were used for reference when developing the material enclosed in the Workbook...

- ***Pennsylvania Department of Labor & Industry Center for Workforce Information & Analysis***
 - <https://www.workstats.dli.pa.gov/Documents/Career%20Guides/CareerGuide.pdf>
- ***University of Washington - DO-IT Program***
 - <https://www.washington.edu/doit/what-role-mentor>
- ***Government of Western Australia - Department of Education***
 - <https://www.education.wa.edu.au/>
- ***Glassdoor***
 - <https://www.glassdoor.com/blog/questions-ask-an-interviewer/>
 - <https://www.glassdoor.com/blog/guide/how-to-write-a-resume/>
- ***The Balance Careers***
 - <https://www.thebalancecareers.com/resume-types-chronological-functional-combination-2063235>
- ***Kimmel Associates***
 - <https://kimmel.com/candidates/four-basic-resume-types.html>
- ***Xerox***
 - <https://www.xerox.com/en-us/small-business/tips/business-letter>
- ***Microsoft Word Templates for Job Application & Resume Outline***