

SUPPLEMENTAL RESOURCES



OVERVIEW

Teachers can share the supplemental resources with the students to give enhanced learning opportunities. The focus is to help students in learning the importance of building their personal brand, creating a resume, job interview dos and don'ts, and finding INDemand Jobs.

OBJECTIVES

- Students will learn the importance of building their personal brand. They will reflect on their own personal brand image.
- Students will create a resume using the resume tips, sample, and template provided.
- Students will be introduced to the dos and don'ts in a job interview.
- Students will gain exposure to “INDemand Jobs.”
- Students will have the opportunity to write a reflection essay about JA JobSpark.

PREPARATION

1. You can download and print off any materials from the student link, if a hard copy is desired.
2. View the links in the supplemental resources to familiarize yourself with the content.

MATERIALS

- Charged computer
- Pen or pencil
- Earbuds
- Discussion platform your school uses



INSTRUCTIONAL OUTLINE

Submissions for student work can be your choice; downloaded by a student and sent to a Dropbox, printed off and turn in hard copy, emailed, etc. All student materials are in the form of a fillable PDF.

- Introduce the key words and concepts that are appropriate for your lesson.

Building Your Personal Brand

- Have students watch the “**Building Your Personal Brand**” video.
- Facilitate the discussion question at the end of the video. If desired, instruct students to submit their responses as a hard copy in class or on a discussion board via your e-learning platform.
- Go over the guide for “**What I can Do Today, to Help My Tomorrow.**” Have a classroom discussion about things you can do today that will help you build your personal brand for the future.
- Complete the personal brand reflection sheet. Share with a parent, friend, or teacher to get their opinion on your personal brand image.
- Let students know that it is always appropriate to write a thank you note to anyone that takes time out of their day to help students learn. Students can use the template and look at the example thank you to write an email thank you. Junior Achievement will forward any email thank you notes to the appropriate person. JAJobSpark@jaindy.org (add attention to Molly Baines or Cindy Kicinski).

Resume Writing

- Share with students the **tips on writing a resume and the sample resume.**
- Have students **complete their own resume** with the template provided.

Job Interview Tips

- Review the **job interview dos and don’ts.** Site any appropriate examples from your experiences or other experiences about interviewing.

INDemand Jobs

- The students can **view the InDemand Jobs link - www.INDemandjobs.com.** This will give them an idea of jobs that are needed for the future. Facilitate a discussion on why these may be INDemand Jobs, what jobs interest them, and skills or education level needed to obtain one of these jobs.

JA JobSpark Reflection Essay Assignment

- Assign students a **reflection essay** to submit. Guidelines and details are included in the student link. Ask students to submit for a grade, if desired.

NOTES

JA JobSpark KEY WORDS & CONCEPTS:

Elevator Pitch – A brief, high-energy presentation used by companies and individuals to promote their products and themselves.

Networking – Building relationships with others who can help you find a job and be successful in your work.

Personal Brand – The personal expression of who you are and what makes you unique.

Job Outlook - A prediction of the future number of certain jobs, based on current economic factors.

Resume – A written summary of a person’s education, skills, and work experience.

KEY WORDS & CONCEPTS



ELEVATOR PITCH

A brief, high-energy presentation used by companies and individuals to promote their products and themselves.



JOB OUTLOOK

A prediction of the future number of certain jobs, based on current economic factors.



NETWORKING

Building relationships with others who can help you find a job and be successful in your work.



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WHAT CAN I DO TODAY TO HELP MY TOMORROW?

Tips for Enhancing Your Personal Brand...

Here are some things you can do today to help you develop the positive work habits and skills you will need for tomorrow's world of work. You can start now to build your personal brand.

- **GET INVOLVED**

Join a club or youth organization, or participate in a sport or outdoor activity (for example, Boy Scouts, Girl Scouts, 4-H, local community center, youth group).

- **TAKE PART IN FAMILY ACTIVITIES AND EVENTS**

- **SELL SOMETHING**

Set up a lemonade stand, school fundraiser, crafts!

- **TAKE UP A HOBBY**

- **TRAVEL**

- **VOLUNTEER**

- **LEARN A NEW COMPUTER SKILL OR FOREIGN LANGUAGE**

- **TAKE RISKS**

Try new activities that may lead to new learning.

- **DO DAILY CHORES OR FAMILY RESPONSIBILITIES WITHOUT COMPLAINING**

- **WORK SUMMER OR PART-TIME JOBS**

Babysitting, lawn mowing, working for a family business, etc.

- **EARN A CERTIFICATE, LICENSE, OR PERMIT**

(for example, CPR license, work permit, fishing license, babysitting training certificate).



PERSONAL BRAND



Name: _____

NAME THREE THINGS YOU'RE GOOD AT:

- 1.
- 2.
- 3.

LIST TWO POSITIVE WORDS A FRIEND WOULD USE TO DESCRIBE YOU:

- 1.
- 2.

LIST TWO POSITIVE WORDS A TEACHER, PARENT OR GUARDIAN WOULD USE TO DESCRIBE YOU:

- 1.
- 2.

Check the words that describe you. Then, circle the attributes you would like to be true about you, but that you need to practice. Finally, add some words to describe you that are not on the list.

Ambitious	Generous	Organized	Team Player
Brave	Gentle	Persuasive	Thoughtful
Cheerful	Hardworking	Positive	Tolerant
Compassionate	Helpful	Proud	Trustworthy
Confident	Honest	Respectful	Warm
Creative	Honorable	Responsible	
Dependable	Independent	Sensitive	
Determined	Imaginative	Sincere	
Energetic	King	Smart	
Enthusiastic	Likable	Strong	
Flexible	Loyal	Successful	
Friendly	Mature	Supportive	
Funny	Motivated	Talented	

TIPS FOR WRITING A RESUME

A resume is a written summary of a person's education, skills, and work experience. There is no one right way to write a resume, but below are some tips for making a great first impression in writing.

STICK TO THE BASICS

Look professional by using white or cream-colored paper and a simple font. Colored paper is inappropriate. Avoid busy visuals like clip art and colored ink. Keep it brief; one page is usually enough.

FOCUS ON ACCOMPLISHMENTS

Present yourself! Even if you haven't had a paid job yet, describe previous experience or skills and list any awards or leadership roles. Include clubs and activities.

BE SPECIFIC

As you list previous positions or activities, include specifics such as names and dates. This sets you apart from the crowd. Keep in mind, many companies have software that searches keywords to preview your resume, so if it does not find specific words, it may eliminate you as a candidate.

CHECK THE FACTS

Do not estimate dates and titles. If you are unsure of an employer's title, dates of your previous jobs, or any other details, don't guess, look it up instead. Stretching or estimating information will come back to haunt you.

INCLUDE THE RIGHT INFORMATION

Include accurate and honest information that presents you in the best possible light.

KEEP IT PROFESSIONAL

Leave off hobbies that don't reflect professional job skills, your height, weight, religion, family, or any other personal information off your resume.

PROOFREAD, PROOFREAD, PROOFREAD

Always use spell-check. It identifies many typos but not all. Proofread your work several times, and ask a friend or family member to review it as well. If an employer finds typos, it could be enough to remove you from consideration.

ACTIVITY: Choose a job you might be interested in and begin composing a draft of a resume using the following page as a template.



RESUME TEMPLATE

First and Last Name

Mailing Address

City, State, Zip Code

Phone Number

Email Address

(Note: your email address should be simple and should not contain inappropriate words.)

EDUCATION

School name, highest grade/degree completed

DATES

(City, State)

ACHIEVEMENTS

- School awards
- Club awards or accomplishments
- Other significant achievements

EXPERIENCE & SKILLS

(Note: Include paid work and volunteer work.)

Month, Year Started – Month, Year Ended

(Note: Start with your most recent experience.)

- List skills and knowledge you used in this position.
-
-

Month, Year Started – Month, Year Ended

(Note: Start with your most recent experience.)

- List skills and knowledge you used in this position.
-
-

OTHER SKILLS & ACTIVITIES

(Note: Only include activities and hobbies that reflect possible job skills.)

- For example: Foreign language skills
- For example: Computer skills - word processing, Internet, email
- Sports, length of time participated
- Community clubs and organizations, length of time participated
- Hobbies, length of time participated

REFERENCES

(Note: Do not include family members. Also, receive permission in advance to use the person as a reference.)

- First and last name; relationship to you; phone number or email
- First and last name; relationship to you; phone number or email

Name: _____

CAREER INTEREST:

List three careers that interest you the most (in order of preference).



- 1.
- 2.
- 3.

JOB EXPERIENCE:

List three job experiences you have had. You may include babysitting, mowing lawns, washing cars, etc. Chores that you do at home can be considered a job — they are a responsibility!

JOB	Description, when, how often

SPECIAL SKILLS:

JOB EXPERIENCE:

List any clubs/teams you belong to:

List your personal hobbies and interests:

COMMUNITY SERVICE:

List any volunteer work that you have done to help your community (include work that you have done through clubs such as the Boy/Girl Scouts, Church, etc). Examples: raising money for the needy, working at an animal shelter, helping senior citizens, personal giving - donating money to a cause, recycling.

EDUCATION:

What education level do you plan to complete? You may check more than one:

High School

College

Military

Technical School/Training

More than 4 years of college
(Advanced degree)

Other:

JOB INTERVIEWS

DO

- Get a good night's sleep.
- Take a shower.
- Dress up — look like a business expert.
- Check your appearance in the mirror.
- Mute cell phones and all other digital devices.
- Be able to show that you know about the company.
- Remember that first impressions matter.
- Have a positive attitude.
- Offer a firm handshake.
- Get to the point. Express thoughts clearly and simply.
- Make sure you answer the question you were asked. Don't ramble on.
- Make eye contact.
- Smile!
- Stand tall and sit straight.
- Be adaptable.
- Bring a resume with contact information and strong references.
- Bring a portfolio with work samples if you have some experience to show off.
- Follow up with a thank-you note or email.

DON'T

- Be late.
- Bring a friend.
- Chew gum.
- Wear sunglasses or headgear, such as a hat or bandana.
- Be sarcastic or disrespectful.
- Mumble, slouch, or twitch.
- Criticize your former employers.
- Ask the salary or pay until you've been offered the position.
- Expect too much too soon.
- No one owes you a job. You have to earn it.
- Include false information on your application or in the interview.

DEMONSTRATE EMPLOYABILITY SKILLS IN INTERVIEWS:

- ✓ **Repeat** the interview question to yourself and make sure you know what is being asked.
- ✓ **Pause** to formulate your answer.
- ✓ **Include a brief example** in your response that demonstrates you have the soft skill, even if you are asked a yes or no question. The example should be:
 - > Brief but with details
 - > Applicable to the job
 - > Recent
 - > True and believable
 - > Clear and answer the question



KEY TERMS:



CONSTRUCTIVE FEEDBACK

A suggestion that is intended to help or improve.



ENTREPRENEURIAL SPIRIT

Viewing business problems as opportunities for innovation.



EMPLOYABILITY SKILLS

The essential skills, personal qualities, and values that enable you to thrive in any workplace.



TECHNICAL SKILLS

The abilities and knowledge used in a specific profession.



WORK ETHIC

A set of values based on hard work and doing the right thing.

JA JobSpark

REFLECTIVE ESSAY



Complete a reflective essay about JA JobSpark. Your teacher will determine how many paragraphs to include for your reflective essay.

WHAT IS A REFLECTIVE ESSAY?

When you write a reflective essay, you write your thoughts about something, rather than writing a summary or description of that something itself. A reflective essay will give the reader a deeper understanding of what you experienced at JA JobSpark. It shares your feelings and what you think about the experience.

Think about JA JobSpark. Then, write about how it makes you feel and how it relates to your life. Below are some reflective questions and sentences to include in your essay.

I was surprised that...

This impacted me by....

JA JobSpark made me feel....

How will it effect how you plan for high school?

How has it impacted your life?

What did it make you think?

How did you react to a topic or career choice?

What did you like about it?

Why should JA JobSpark take place?

What did you dislike about it?

I never thought about...

I would change...

If you were planning JA JobSpark...

