

What Students Want to Hear

- Describe a typical work day.
- Talk about your favourite and least favourite aspects of the job.
- Provide a brief bio:
 - How and when did you get into this career?
 - Was it planned or by accident?
 - Who/what influenced you to pursue your career?
 - Were there obstacles / barriers you had to overcome?
 - Did you feel pressured into other career choices?
 - How did you know it was right for you?
 - Where do you see yourself in 10 years?
- Students may ask if you pictured yourself in this job while you were in school. They also may want to know if you see yourself in this job ten years from now.
- Explain what type of education/training is required for your job.
 - Which courses did you take in school that was especially helpful?
 - Are there others that you wish you had taken?
- Provide students with examples of the personality traits that best fit your career.
- Students want to hear about benefits – travel, training opportunities, contacts, etc.
- Students will want to know average earnings for this career. Let them know what salary ranges they can expect with varying levels of education and experience.
- Describe the changes taking place in your occupation / industry.
 - Predict the outlook for employment in your field.

What Students do NOT Want to Hear:

- Industry jargon they do not understand
- Inappropriate slang, profanity or insensitive remarks
- Try not to “speak down” to the students. Treat them as peers.
- Avoid sales pitches please!

