

LAND IT!

Facilitator's Guide



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<p>Before Session Begins</p> <ul style="list-style-type: none"> • Introduce yourself to the teacher. • Make sure slide presentations are set and you know how to operate equipment (e.g., advance the slides). • Welcome students informally by introducing yourself and shaking their hands as they arrive or as they sit at their tables. • If you are presenting the Land It module: <ul style="list-style-type: none"> ○ To play 48 second video on slide 28, determine if you have internet access. When you launch video, you may see a security alert to enable external content - enable it. ○ Test sound level of video. If both are satisfactory, plan to skip slide 29 (which is an alternative to playing the video). ○ If don't have internet access or sound of video is not loud enough, plan to skip slide 28 and cover the content on slide 29.

<p>Session Begins – This section should take 4 minutes.</p>	
	<p>Welcome! Formally introduce yourself:</p> <p><i>Your name, job title, company, and tenure with the company</i></p> <p>Brief story about your first job in hospitality. Include:</p> <ul style="list-style-type: none"> ○ <i>Job title and brief description</i> ○ <i>Category or segment of the restaurant or hospitality industry</i> <p><i>Ask the other facilitators to introduce themselves.</i></p> <p>Today's Land It session will provide you with practical tips for landing a job with a focus on the Hospitality industry which includes hotels and restaurants.</p> <p>I encourage you to take notes during all the sessions today.</p>
	<p>Thank you to the CRA Foundation and these local chapters for bringing this training to the classroom!</p>
	<p>Also, thank you to these organization for sponsoring this program!</p>

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	<p>See slide.</p>
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Introduction to the Job Search – This section should take 1 ½ minutes.


	<p>See slide.</p>
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Right Fit - This section should take 3 minutes.

	<p>See slide.</p>
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<p>Plan A:</p>	<p><i>Slide 6 contains an external video:</i></p> <ul style="list-style-type: none"> • Plan A <ul style="list-style-type: none"> ○ If you have internet access & acceptable volume, play the video. ○ If successful in playing video, cover the content below, then skip slide 7. • Plan B <ul style="list-style-type: none"> ○ If you're unable to play the video or the volume isn't loud enough, skip slide 6 and cover the content below showing slide 7. <p>When you're looking at a company to see if it's a right fit, consider its culture as well. Let's look at the culture of Taco Bell. <i>Go to slide 6 or 7.</i></p>
<p>Plan B:</p>	

	<p>? What words come to mind when you think of the culture of Taco Bell?</p> <p><i>After responses:</i></p> <ul style="list-style-type: none"> • Plan A <ul style="list-style-type: none"> ○ Maybe this video will give you a better idea of the culture at Taco Bell. ○ <i>Play video</i> • Plan B <ul style="list-style-type: none"> ○ Here's what employees have to say: <ul style="list-style-type: none"> ▪ Like working for company who's on top of trends ▪ Feel fired up, excited, proud ▪ Great experience, people, and environment ▪ Taco Bell supports employees, like a second family ▪ Get to work around favorite food ▪ Offers competitive pay, adjustable schedule, opportunities like scholarships <p>Identifying a company whose culture clicks with your priorities is important in finding the right fit.</p>
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<p>Preparation – This section should take 3 minutes.</p>	
	<p>When preparing for your job search, consider the companies who sponsor the FIT program. For example, El Pollo Loco guarantees an interview to every ProStart student.</p> <p>? What websites or social media platforms are useful for looking for a job?</p> <p>? Why did [name of site/platform] work for you?</p>
	<p>? <i>After giving students time to respond to each question, briefly share how you/your company uses websites and social media apps (name which ones) to post jobs, look for applicants, promote jobs. Describe typical process and length of hiring process, e.g. phone call, interview, follow-up interview with other managers. Mention some of the job titles currently open in your organization.</i></p>






<p>Resumes/Applications - This section should take 7 minutes. <i>If concerned about time, ask fewer questions of the students.</i></p>	
	<p>? Who has prepared a resume already?</p> <p>Reference sample resume in Student Packet. A resume is divided into sections. Let's take a closer look at each. If you think of information you want to put on your resume, make note of it on the sample in your Student Packet or on other paper.</p> <p><u>Contact information?</u></p> <ul style="list-style-type: none"> That's pretty clear. Take a look at your email address. Is it professional? If it's something like "mcloving@gmail.com," you'll want to change it.
	<p>Many companies use resume-scanning software to quickly scan resumes for keywords that apply to a specific job and help identify the most qualified applicants. So the keywords you include in your resume should be words that show you are a good fit for the job.</p> <p>For example, if you have experience or knowledge about safety, sanitation, ServSafe, knife skills, prep, food cost, plating, these would be good keywords for a cook job.</p> <p>As we discuss the remaining sections of the resume, think about keywords you might want to include in each section.</p>
	<p><u>Education?</u></p> <ul style="list-style-type: none"> Easy. At the very least, provide the name of your school and timeframe as well as your participation in ProStart. If you have achievements, awards, etc., put them in this section. <p>? What else could you list here? <i>May have to suggest GPA, Perfect Attendance, Student of the Month, AP courses, college courses, etc.</i></p> <p>You want your educational achievements to show characteristics such as honesty, dependability, working well with others.</p>

	<p><u>Experience?</u> This can be a bit tougher.</p> <p>? Who here has no work experience?</p> <p>This resume lists babysitting and pet sitting. What other non-work experiences could be listed here? <i>May have to suggest mowing lawns, shoveling snow, raking leaves, etc.</i></p> <p>With these experiences, you want to show that you can be relied upon, that you are responsible.</p> <p>? For those of you who have work experience, how should you list that on your resume? <i>May have to prompt for: name of company, dates of employment, job title, brief list of responsibilities.</i></p> <p>With your work experience, you want to show what you learned such as being on time, teamwork, taking initiative, problem solving.</p> <p>? For those of you who already have resumes, anything to add?</p> <p>Volunteer experience says a lot about your character.</p> <p>? What kind of volunteering work are you doing? If you have no volunteer experience, look at your activities and interests in school and in the community.</p>
	<p>? What are some school and community activities you're involved in? <i>May have to prompt for: sports, cheerleading, dance, choir, band, debate team, community theatre, park district team, church youth group, etc.</i></p> <p>If you had/have a leadership role in any of these activities, include the title.</p> <p>? What skills would you put on your resume? <i>May have to prompt for: CRA ProStart Program, languages spoken, certifications such as life guard or CPR, ServSafe Food Handler, etc. Also include soft skills such as energetic, team-player, flexible, etc.</i></p>
<p>No slide</p>	<p> <i>Share what you look for on the resumes of high school applicants and important keywords.</i></p>

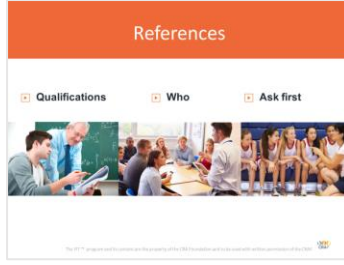


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	<p> See slide.</p> <p> What is the ONE thing you should never do? (Hopefully someone will say <i>don't lie.</i>)</p> <p>After putting your resume together, have someone proof-read it. Errors on your resume may make you seem careless and unconcerned about details and quality.</p>
	<p>Now you're ready to fill out job applications online or on paper. <i>Hand out job application from your organization.</i></p> <p>Your resume has most of the information you will need.</p> <p> What other important information is asked for on a job application? <i>May have to prompt for: information on employers including address, phone number, name of supervisor, reason for leaving. Information on school clubs and activities. Also eligibility to work in U.S., able to perform essential functions of job with or without reasonable accommodation.</i></p> <p>The application may also ask if current or past employers can be contacted for a reference.</p>

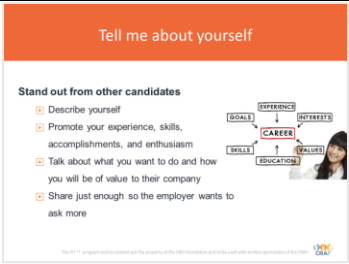

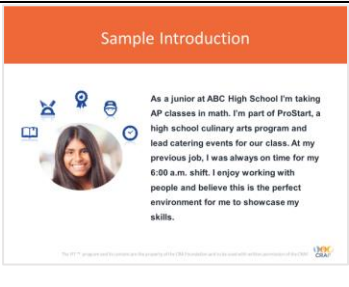

You're almost 1/3 done with the module.

<p>References - This section should take 2 ½ minutes. <i>If concerned about time, ask fewer questions of the students.</i></p>	
	<p>Let's talk more about references.</p> <p> What's the purpose of a reference?</p> <p>Does anyone here have a reference?</p> <ul style="list-style-type: none"> • How did you go about arranging it with that person? • Why did you ask that person? <p> What makes someone qualified to be your reference? <i>May have to prompt for: a reference can vouch for your knowledge and skills, your accomplishments, your participation; they can confirm your work experience.</i></p>

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	<p>? Who would make good references? <i>May have to prompt for: teachers, coaches, trainers, guidance counselors, supervisors, ex-employers, church leaders, etc.</i></p> <p>A MUST when arranging for a reference is to ASK the person first. You may even ask them what they would say. Their response could help you fine tune your resume.</p>
 <ul style="list-style-type: none"> <input type="checkbox"/> Expect any online posts to be read <input type="checkbox"/> Want to be seen in best light possible <input type="checkbox"/> Remove inappropriate photos and posts <input type="checkbox"/> Make your profiles private 	<p>Employers do review your social media profiles:</p> <ul style="list-style-type: none"> • Remove inappropriate photos and posts • Make your profiles private

<p>Apply - This section should take 6 ½ minutes. <i>If concerned about time, ask fewer questions of the students.</i></p>	
	<p> See slide.</p>
	<p> See slide.</p>

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<div data-bbox="207 239 548 499"> <p style="text-align: center;">Introduction</p> <p>Include:</p> <ul style="list-style-type: none"> ▣ Past education and/or experience ▣ Skills useful in the hospitality industry ▣ Personal characteristics that make you a good employee ▣ Why you are a good fit <p>Don't include:</p> <ul style="list-style-type: none"> ▣ Personal information ▣ Relationship status ▣ Religion ▣ Astrological sign (i.e., Aries) </div>	<p>An introduction is sometimes called an “elevator pitch” because you should be able to tell someone about yourself in the time it takes to ride in an elevator.</p> <p>Include:</p> <ul style="list-style-type: none"> ● Past experience and education ● Skills that will be useful in this industry ● Personal characteristics that would make you a good employee in the industry ● Why you are a good fit for the job <p>What not to include: Personal information</p> <ul style="list-style-type: none"> ● Relationship status ● Religion ● Astrological sign (Aries, Virgo)
<div data-bbox="207 812 548 1073"> <p style="text-align: center;">Practice</p>  <ul style="list-style-type: none"> ▣ Pair up with someone you don't know well ▣ One partner responds to “Tell me a little about yourself” ▣ Other partner tells them <ul style="list-style-type: none"> ● One thing they liked ● One thing that could be improved ● Be helpful, not mean ▣ Switch </div>	<p style="text-align: center;"> <i>See slide for instructions.</i></p> <p><i>If there's little to no movement, prompt them again:</i></p> <p>Get into your pairs. Review the instructions on the screen. Take turns introducing yourself. Take notes. Go! <i>Allow no more than 5 minutes for this activity.</i></p> <p><i>When the students are finished, ask:</i></p> <p> What was easy about that?</p> <p>What was difficult?</p> <p>How would practice help?</p> <p>Where else might you need to describe yourself and why you're a good candidate for the job? <i>May need to prompt for: In your online job profile, such as on restaurantjobs.com. Or when completing a job application online.</i></p>

You're almost 1/2 done with the module.

Phone Skills - This section should take 3 minutes.



Phone Skills

- Answering phone
- Professional greeting
- Making appointments
- Professional message
- Phone interview

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The phone is still an important vehicle of communication in a job search.

? **What's a professional way to answer the phone?** *May have to prompt for "Hello, this is Susie" or "Good morning/afternoon, this is Susie".*

Don't answer casually like "sup" or in grouchy, gruff tone of voice. Don't answer your cell phone if you can't answer in a professional way. Let it go to voicemail.

? **What does a professional greeting sound like on your voice mail?** *Provide feedback to responses as appropriate.*

Be sure to call back within 24 hours and have your calendar, pen, and paper at the ready.

When making appointments over the phone, have calendar handy. Determine options ahead of time and respond without hesitation. You might say, "Tuesday afternoon or Friday morning would fit my schedule. How does that work for you?" Barring a genuine emergency, don't change appointments.

? **How can you make sure the phone messages you leave sound professional?** *May have to prompt for: prepare what you want to say, keep the message short but complete, leave your full name and phone number, reference why you are calling, especially if you are returning their call. Speak clearly and with enthusiasm.*

Smile while you're talking – it will help you sound more comfortable and confident. Have water, resume, paper, and pen handy.

In preparation for phone interviews, practice, practice, practice. Get organized by gathering more detailed information on the hiring company, names and titles you're aware of so far, list of job requirements, list of your qualifications specific to the job, copies of past correspondence with the company.

<p>Interviewing - This section should take 13 minutes. <i>If concerned about time, ask fewer questions of the students.</i></p>	
	<p>Job interviews can be stressful. <i>Briefly share an example from your own experience.</i></p> <p> ? How do you make a good first impression? <i>May have to prompt for responses such as being on time; being clean and groomed; clothes are clean, unwrinkled, and appropriate for the work environment; shake hands; look confident; be polite and smile; be pleasant, courteous, and professional.</i></p> <p>The first impression you're trying to make isn't just for the manager, it's for the host who may be the first person you see when you arrive, it's for anyone in the company who may become your coworker. It's while you're waiting for the interview and you think no one is watching.</p>
	<p>? What are the right clothes for an interview? <i>May have to prompt with khaki pants (no jeans) and pressed shirt; skirt and top that doesn't expose shoulders, cleavage or stomach; dresses that are not too short or tight; clean shoes - no athletic shoes or flip-flops.</i></p> <p>There are behaviors that help create that first impression. Being on time is first. Well, 10-15 minutes early is even better.</p>
	<p>? What other behaviors are important? <i>May have to prompt to turn cell phone off or even leave it in the car, sit up straight, greet people formally by using Mr. or Ms., sir or ma'am, being prepared with pen, paper, and documents.</i></p> <p>A good handshake demonstrates confidence and respect.</p>
	<p> <i>See slide.</i></p>

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<p style="text-align: center;">Documents</p> 	<p>? What should you bring with you to the interview? <i>May have to prompt for: pen and paper, resume, job description or posting, references, certificates from CRA Work-Ready, FIT program, or other programs, etc.</i></p> <p>For kitchen jobs, bringing a portfolio with photos of dishes you've prepared can be impressive. The portfolio can be a digital album dedicated to these photos or a printed and organized folder.</p> <p>Bring a printed list of strengths/accomplishments, primary responsibilities in past positions, and other information that expands on what's in your resume. This will help you answer questions during the interview.</p>
<p style="text-align: center;">Questions</p> <p>What do employers ask you during an interview?</p> <ul style="list-style-type: none"> ▢ Why are you looking for a job? ▢ What did you like about your past job, volunteer work, activity? ▢ What interests you about this job? ▢ What do you know about the company? 	<p> <i>See slide.</i></p>
<p style="text-align: center;">Questions</p>  <ul style="list-style-type: none"> ▢ Give examples of your teamwork. ▢ What was your biggest accomplishment? ▢ What was your biggest failure? ▢ Tell me about a time you gave excellent customer service. ▢ What questions do you have? 	<p> <i>See slide.</i></p> <p> <i>Share your "go-to" question.</i></p> <p>? Any other questions we should add to the list? <i>Provide feedback & suggestions as appropriate.</i></p>
<p style="text-align: center;">Why should we hire you?</p> <ul style="list-style-type: none"> ▢ May be last question you're asked – last chance to prove to them you're their best option ▢ Stay away from answers that remind them of your lack of experience ▢ Pull from life experiences to prove you are responsible and professional <ul style="list-style-type: none"> ▢ Volunteer work ▢ School activities – like ProStart® ▢ Sports ▢ Odd jobs 	<p> <i>See slide.</i></p>

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<p style="text-align: center;">Example</p> <p>I'm a very motivated worker and fast learner. During my time volunteering for catering events at my high school's culinary arts program, I learned how much I enjoy preparing food and interacting with guests. From what you described, I think this position would be a great fit and I'm excited for the opportunity.</p>	 <p>See slide.</p>
<p style="text-align: center;">Your Turn!</p> <ul style="list-style-type: none"> □ Turn to a new partner and tell them why you should be hired <ul style="list-style-type: none"> □ Stay away from answers that remind them of your lack of experience □ Pull from life experiences to prove you are responsible and professional <ul style="list-style-type: none"> - Volunteer work - School activities - ProStart - Sports - Odd jobs 	 <p>Let's practice answering the question "Why should we hire you?" Keep your answer brief and targeted to the question. Use examples from your experiences, activities, and accomplishments. And like we said before, don't lie.</p> <p>Find a new partner and take 3 minutes to prepare your answer. Then take turns answering this question to each other. <i>Allow no more than 5 minutes more for taking turns answering the question.</i></p> <p>After the activity, ask:</p> <p> How did it feel answering the interview question?</p> <p>Would more practice help?</p>
<p style="text-align: center;">Questions to Impress</p> <p>What should YOU ask the employer?</p> <ul style="list-style-type: none"> □ How would you describe a typical week/day in this position? □ Is this a new position? If not, what did the previous employee go on to do? □ What qualities would you like to see in a person in this position? □ What are some of the challenges in this position? □ What do you think is the best part of this position? 	<p>Another way to impress the interviewer is to prepare 2-3 questions of your own. Here are a few examples</p> <p> What are some other questions you could ask? Provide feedback as appropriate.</p> <p> <i>Share the top three things you look for in a candidate. What's the biggest no-no?</i></p>

You're over 2/3 done with the module.

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Mock Interview – This section should take 8 minutes.



Let's do a short demonstration of an interview. Who will volunteer to be the applicant? After the interview, we'll discuss how the applicant answered the questions and what we can learn from this demonstration. *Pause to give students time to volunteer.*

If no one volunteers, then throw interview questions out to the group. To answer a question, students have to raise their hands.

Who can be our timekeeper?

If a student volunteers, sit with the applicant near the front of the room. Ask timekeeper to call time after 3 minutes. Ask the applicant some key questions from the list below:

- Why are you looking for a job?
- Give some examples of your teamwork.
- What did you like about your past job, volunteer work, activity?
- What was your biggest accomplishment?
- What was your biggest failure?
- Tell me about a time you gave excellent customer service.

After the demonstration, have the applicant go back to their seat.



What did you like about [name's] answers to the interview questions?



How would you answer the questions differently?

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Following Up - This section should take 3 minutes.

If concerned about time, ask fewer questions of the students.

Following up after the interview demonstrates your interest in the job. One of the first things to ask at the end of the interview is when it would be appropriate to call and whom to call, or when to expect a call.

? **If you didn't get a solid answer after the interview, how long should you wait before you call?** *Look for response of 2-3 days.*

? **What should you say when you follow up?** *May have to prompt for: refresh their memory by introducing yourself, ask if they have a few minutes, mention you are still interested in the position, ask if it's been filled, if it hasn't, ask if you are still under consideration for the job, if a decision hasn't been made, ask what the next step is and when it would be appropriate to call back.*

? **What should you do even before you make the follow up call?** *May have to prompt for the response of sending a thank you email.*

Has anyone sent an email thank you? What did you say? How soon after the interview should you send a thank you email? *Reference sample thank you email in Student Packet.*

When we discussed resumes, we mentioned you should use a professional email address, even if that means setting up a second one.

Send the thank you email by the next day to express your continued interest, recap your experience and skills that apply to the job, mention what a pleasure it was to meet them, and thank them for taking the time to speak with you about the job.

Write the e-mail as if it's a school assignment. Use the subject line; never leave it blank. In the message, use full sentences, correct grammar, spelling, and punctuation.

This is also an opportunity to attach a work sample, a letter of recommendation, etc., if appropriate.

Remember to check your email inbox often so you can reply quickly; this will show that you're responsible.

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Key points - This section should take 30 seconds.

<div style="background-color: #f4a460; padding: 5px; text-align: center; color: white;">Key points for landing a job</div> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="background-color: #0070c0; color: white; padding: 5px;">Preparation</th> <th style="background-color: #0070c0; color: white; padding: 5px;">Professionalism</th> </tr> <tr> <td style="padding: 5px;"> <ul style="list-style-type: none"> • Kind of company • Websites & social media • Resume • Applications • References • Introduction • Interview answers, questions, documents </td> <td style="padding: 5px;"> <ul style="list-style-type: none"> • Your social media profiles • Voice mail greeting • How you answer the phone • How you leave a message • First impression • Follow up </td> </tr> </table>	Preparation	Professionalism	<ul style="list-style-type: none"> • Kind of company • Websites & social media • Resume • Applications • References • Introduction • Interview answers, questions, documents 	<ul style="list-style-type: none"> • Your social media profiles • Voice mail greeting • How you answer the phone • How you leave a message • First impression • Follow up 	<p><i>See slide.</i></p>
Preparation	Professionalism				
<ul style="list-style-type: none"> • Kind of company • Websites & social media • Resume • Applications • References • Introduction • Interview answers, questions, documents 	<ul style="list-style-type: none"> • Your social media profiles • Voice mail greeting • How you answer the phone • How you leave a message • First impression • Follow up 				

Action Items Activity - This section should take 1 ½ minutes.

<div style="background-color: #f4a460; padding: 5px; text-align: center; color: white;">Take Action!</div> <div style="padding: 5px;"> <p>Research a ProStart Friendly Restaurant Sponsor Companies:</p> <ul style="list-style-type: none"> ☐ Pick one you'd like to work for. ☐ Visit their website's "About" tab to learn about the company's culture. ☐ Find out if they offer a supervisor or manager training program. ☐ Find out their application process. ☐ If possible, visit a location (dine in). </div>	<p>Take notes on this activity.</p> <p>From this list of Companies who are ProStart Friendly:</p> <ul style="list-style-type: none"> • Pick one you'd like to work for. • Visit their website's "About" tab to learn about the company's culture. • Find out if they offer a supervisor or manager training program. • Find out their application process. • If possible, visit a location and possibly dine in. <p>Find a buddy – someone to hold you responsible. Commit to this person to complete your research by the Thanksgiving holiday.</p> <div style="border: 1px solid black; padding: 5px; display: inline-block; background-color: black; color: white; font-size: 2em; border-radius: 50%; width: 30px; height: 30px; text-align: center; line-height: 30px;">?</div> <p style="color: red; margin-left: 10px;">What questions do you have about taking this action?</p>
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Thank You - This section should take 30 seconds.

	<p><i>Thank the students for their participation and the great work they did in the session. Hand out business cards if appropriate. Wish them success.</i></p>
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Take a 10-15 minute break.

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Facilitator Notes