

PT WORK ForceSM
D.I.Y. Guide:
Giving a Classroom Presentation



Helping your PT/MC company by providing the next generation of resources to support workforce recruitment and retention plans.



You may ask yourself, “Why should I give a classroom presentation? What will I gain from it, and what will students gain?”

You are demonstrating your pride in your chosen profession, raising your company’s profile in your community and connecting face-to-face with potential employees. And you’ll be the vital first link when it’s time to secure a skilled industrial distribution workforce for today and tomorrow.

Why Should I Give a Classroom Presentation?

Giving a classroom presentation provides you the unique opportunity to directly connect with students who could become future employees of your company. Conducting a presentation takes a short amount of time and can result in huge rewards for your company and the industry. By simply speaking to a group of students in a classroom, you can raise awareness, generate intrigue and create excitement about the opportunities available within the power transmission/motion control (PT/MC) industry. How does this directly affect you? When awareness is raised, the industry becomes more appealing to everyone. Classroom presentations are short, informal volunteer experiences, giving you the opportunity to connect and network with local educators, schools and potential employees.

➤ Giving a classroom presentation provides an opportunity to spread the word about the careers in power transmission/motion control and at your company.

Preparation

If you ask PT WORK Force to help you find a school where you can give a classroom presentation, the following information will be provided to you in preparation for the event:

- School name and location
- How many students you will be connecting with
- Class grade and subject
- Shared skill sets
- The technology that is available in the room that you will be presenting in
- Size and arrangement of room

- Wifi availability and connection information
- The logistics of entering the school (directions, parking, ID, entrance, etc.)

Once you have the information you can think about your presentation a bit more. If it’s a larger group of students, then having a visual aid, such as a PowerPoint presentation, may help you stay on track. No need to stress, as PT WORK Force can work with you to create a customized presentation based on your career and the students you are presenting to. If the group has a shared interest like welding, then you can talk about how that is important to the industry and how it may prepare them for their career in the field.

➤ Connecting with students in their classroom is the most direct way to influence your potential next employee. Do your best to engage and motivate your audience, so they will consider your company a viable choice for employment after graduation.

Knowing the logistics of the presentation room beforehand will give you confidence in your presentation. If there is a computer with a projector then you can simply bring a flash drive with you, and if WiFi is available you can plan to show them the PT WORK Force website.

What Will I Do When I am There?

It’s easy. Just talk about your company, your job position and how your products and services fit into the industry as a whole. Make it interactive by asking a few questions throughout your presentation. Start by asking who has heard of industrial distribution or power transmission/motion control and what they think it is. Then give examples of some of the everyday things they interact with and how an industrial distributor is connected to the product. By making the connection between things they know and the industry, not only is awareness raised, but hopefully they will think of it everytime they come into contact with the products that you discuss. Overall, your

goal is to simply connect with them. Feel free to discuss what your company does and describe some of the entry level positions in your company and what kind of benefits come with each job type. It's important to stress the industry has many job openings for people just like them who enjoy working with their hands and having their workday look a little different every day. This will create excitement that will lead to questions like these:

- What does your work day look like?
- How much money do you make?
- What kind of cars do your employees drive?
- How did you get into the field?
- What does your company make/do?

› “I presented to a group of about 40 students who did not plan to go on to a four year college so I focused on the Industrial Distribution job board in my presentation. It was an enjoyable experience and I look forward to participating in another one in the near future.”

Brian Short, Regal Power Transmissions Solutions

What About after the Classroom Presentation is Over?

Make sure you thank the people who helped coordinate the presentation such as school administrators and instructors. Ask the instructor for feedback on your presentation and whether or not it resonated with the students. If you had a positive experience, inquire about the possibility of speaking to other classes in the future.

Another great idea is to offer a tour of your company to interested students. PT WORK Force can work with you on this, too. Download the PT WORK Force [D.I.Y. Guide: Giving a Company Tour](#).

If you have contact information or a resume from a student, make sure you follow up with them. Drop them a note, and tell them you enjoyed meeting them and will give their information to your human resource department. Tell them more about your company.

Do a brief evaluation of the event. Write down what worked well or something you would do differently at the next event. Send a copy to PT WORK Force at foundation@ptda.org so we can share your experiences with others.

Tips from Other Volunteers Who Have Made Classroom Presentations

- Review your presentation ahead of time--this will help assure you cover all of your points
- Know how to navigate to the Industrial Distribution Job Board and other online resources that you plan to reference during your presentation
- Encourage students to ask questions throughout your presentation--their question may clear up confusion for others as well
- Bring business cards—pass them out to students you feel are good candidates for future employment
- Bring examples of products that your company uses, explain them and pass around if possible

Where Can I Learn More?

PT WORK Force also has the following D.I.Y. Guides:

- *Establish Your Company's Internship Program*
- *Giving a Company Tour*
- *Career Fair Participation*

and will be writing others to help you build your talent pipeline.

PT WORK Force is designed to support you in finding, hiring and retaining good qualified employees. Our three committees are working to develop even more resources for you to use in your recruitment and retention efforts.

Check out our current Recruitment and Retention Resources at www.ptworkforce.org

If you have an idea you think would help you and others in the PT/MC sector with your workforce issues, let us know by emailing foundation@ptda.org. And, if we send you a questionnaire or survey or call you on the phone, take the time to respond. We can only build programs for you with your input.

PTDA Foundation Program Committees

PT WORK Force Education, Research & Knowledge

PT/MC employers will be better educated and more knowledgeable about hiring trends and practices because of the research and communications developed, curated or distributed by the PTDA Foundation.

PT WORK Force Outreach

PT/MC employers will be empowered and supported in building a pipeline of candidates for future openings.

PT WORK Force Recruitment and Retention Tools

PT/MC employers will be empowered and supported in recruiting for current open positions and retaining new hires.



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PT WORK Force an initiative of the PTDA Foundation
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