



Proudly PENCIL

Virtual Learning Series

Professional Perspectives - A Quick Guide

Professional Perspective videos are an opportunity to share knowledge and experience with high school students regarding professionalism skills that promote career and interpersonal skill development activities to support academic success as well as career and college readiness.

WHAT MAKES AN EXCELLENT PROFESSIONAL PERSPECTIVES VIDEO?

- 15-20 minutes in length
- Authenticity - tell real stories and examples from your life
- Engagement - find ways to draw student attention
- Specificity - provide concrete definitions and examples of the topic you are covering
- Extension - provide a follow up activity idea or web resources that might be helpful to students

WHAT TOPIC(S) SHOULD BE COVERED?

- Job search
- Resume writing and interviewing
- Personal brand development
- Social media presence
- Soft skills development
- Sales 101
- Customer Service 101
- Networking/relationship building 101
- General letter writing

