

Preflight Professional Guide

Preflight is a program that brings professionals like you into high school classrooms to host design thinking challenges related to your work.

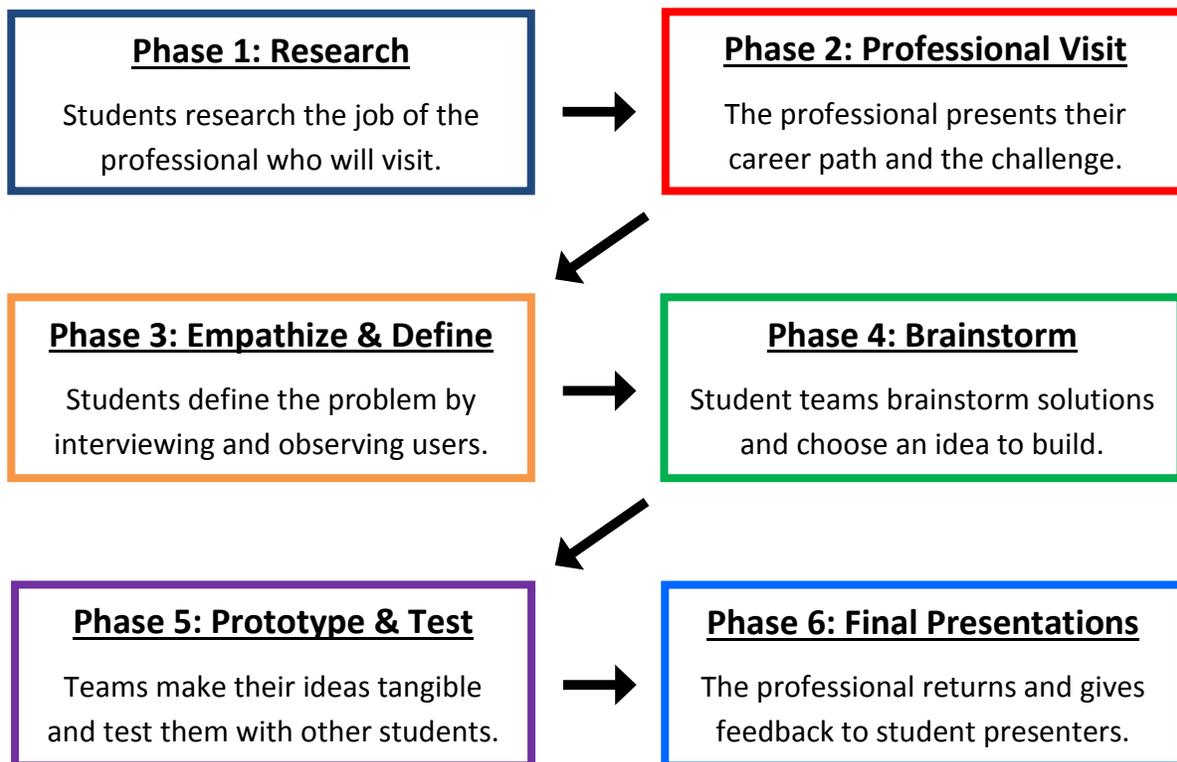


Preflight shows students a role model with an interesting job, gives them practice using transferrable skills and connects class material to real-world problems.

Why Preflight?



You will be visiting the class at the beginning of the project, speaking to students about your work and introducing the challenge. At the end of the challenge, you get to come back and see the solutions the students have created. These are the steps that students will follow:



What's the value for me, as a professional?

1. You get the chance to excite and inspire the next generation about your work.
2. You get the opportunity to give back to the community.
3. The ideas from the challenge could give you new insights to take back to work.
4. You get to connect with future talent and build a positive brand reputation among young people.

The process for you involves three steps:

Prepare

Talk with the teacher, decide on the challenge topic and prepare your presentation.

Present to students

Talk with the class about your career journey, job specifics and introduce the challenge.

Watch presentations

See the students' solutions, give feedback and offer next steps for interested students.

Step 1: Prepare

Communicate with the teacher to decide on the challenge. The challenge can be a common challenge you face at work, or a challenge related to your industry. The key is that the challenge is relevant to high school students, because the students will be interviewing and testing their ideas with their peers. Try to frame the challenge in a question. Here's a few examples.

- "How could we get more high school customers in our restaurant?"
- "How could we improve public spaces in our community?"
- "How can we use data to tell a story?"

See this link for more ideas: <http://www.preflightchallenges.com/#!challenge-bank/c1gif>

Step 2: Present to students

Suggestions for working with students:

- Model professionalism with your attire and words
- Share personal stories of successes and struggles
- Try to keep your presentation engaging and interactive
- Don't worry about student discipline- the teacher will take care of that

Preparing the Presentation

This should be an informal presentation, so planning a general outline should be plenty. Talk with the teacher about how long your presentation should be, but expect 20-30 minutes, with plenty of time for questions at the end. Here are two areas of questions to guide you.

1. Career path and job detail questions:

- Why did you choose this job and how did you get to where you are now? Tell your career story.
- What does a typical workday look like for you?
- What skills do you use in your work? How did you develop those skills?
- How do you interact with other teammates in your workplace? Do your coworkers have different jobs or use different skills?
- What did you do in high school that prepared you for success? What do wish you had done more of in high school?
- What advice do you have for students who want to further pursue your type of work?

2. Challenge-related questions

- What is the challenge, and how does your work relate to this challenge?
- What types of solutions are currently being used? What are the problems with these solutions?
- Why is this an important challenge for students? Will you be able to use any of their solutions?

Let the class and teacher know if you are willing to answer any questions via email or skype during the rest of the challenge.

Step 3: Watch presentations

On the final day of the challenge, you get to return to class and see all of the students' ideas! The presentations should be fun and engaging, and your role is to listen, give feedback and ask questions after presentations.

After the students finish, you can talk briefly about what you liked and give advice on what students should do if they are interested in further pursuing work in your industry.

Offering next steps is a great way to give interested students a chance to go deeper and learn more about your work.

Here's few ideas for next steps:

- **Online classes or skills to learn.** Are there any more technical skills you use in your job that students could benefit from?
- **Local volunteer opportunities.** Are there local organizations or internship opportunities for students to gain experience?
- **Job shadow day.** Would you be willing to let a small group of students visit your workplace?

Hopefully, you will take some of the student ideas back to your work.

Thanks for your time; you may never know how much of an impact you made on students!