



Development with a difference

Company Experience Weeks

Teachers participate in a week-long, easy-to-implement program that highlights your company and the careers, competencies, and skills you need to build and sustain a strong workforce

The Main Elements

Growing your local talent pool starts with teachers who understand your company and can highlight specific careers, competencies, and skills with their students. Ignited's Company Experience Week delivers the level of awareness and understanding teachers will need to support those efforts.

This easy-to-implement program includes:

- Clear learning objectives and a detailed agenda, developed to showcase the unique and interesting aspects of your industry and company
- A deep dive into critical careers, with discussions led by your employees from various departments
- Alignment between the key skills you need and the learning standards required for teachers
- Lesson plans developed by teachers to share what they've learned with students

We'll craft a compelling agenda, secure speakers, recruit teachers, and manage the experience. Open discussions are mixed with employee presentations, and each teacher works with a curriculum coach for their lesson plans. Feedback is also gathered and shared in a final report.

Program Benefits

For some companies, a shorter, immersive experience is a better way to get started. Benefits of this approach include:

- A broad introduction of your company and key careers to teachers and their students
- Short, manageable commitments from your teams to participate and share their stories
- A clear focus on the 3-4 key messages you want teachers and students to remember
- Using the foundation set during the week to build deeper relationships with teachers

Each experience is created collaboratively with you and key members of your team to ensure the maximum impact and impression. We can also include a wide variety of company experiences, guest speakers, and career spotlights.

Getting Started

To get started, we'll schedule a short call to discuss your needs and outline initial ideas.

To set up a 30-minute call, contact Jeff Schmidt at jeff@ignitededucation.org

www.ignitededucation.org/CEW