

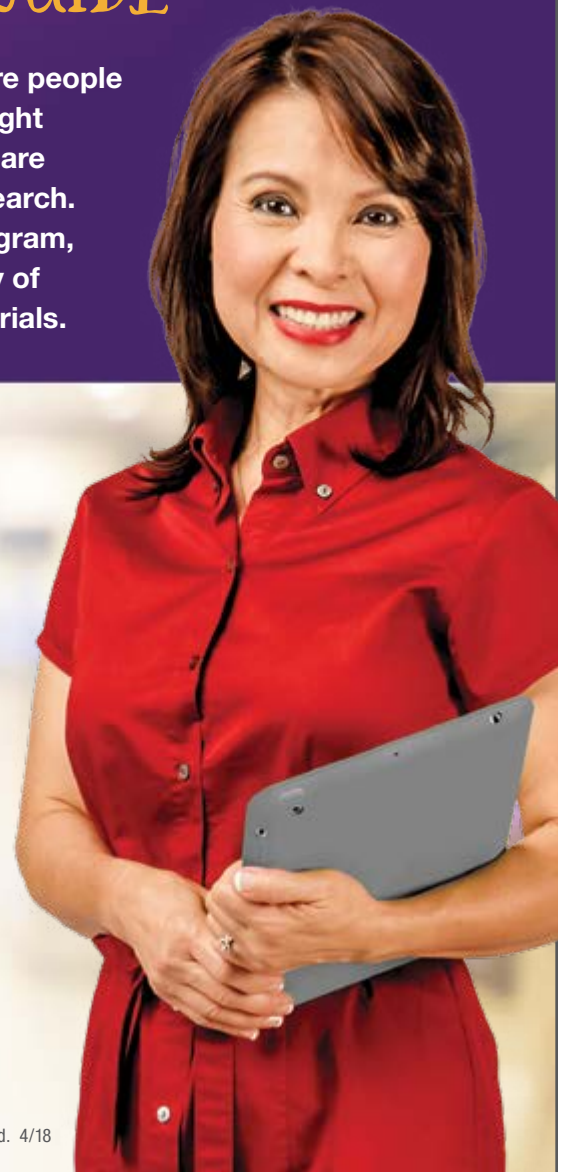


FACILITATOR'S GUIDE

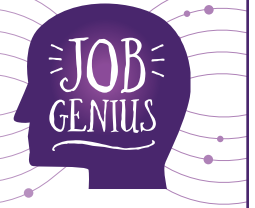
Job Genius™ is an educational video series to prepare people primarily between the ages of 17-24 to choose the right education path and enter the workforce. The videos are relevant resources for anyone embarking on a job search. This guide will outline the videos included in the program, provide options for presenting the videos in a variety of settings, and review the accompanying course materials.

Index

1. Job Genius™ Video Names and Descriptions,
2. Options for Viewing the Videos
 - a. Sharing online access
 - b. Seminar
 - c. In-class use
3. Accompanying Assets
 - a. Learning materials: facilitator outline, worksheets, PowerPoint, evaluation
 - b. Marketing material: promotional videos, banner ads, flyer
4. Frequently Asked Questions



1. Job Genius™ Video Names, Descriptions, and Discussion Questions



There are 13 videos in the Job Genius™ series, including an introduction and conclusion video. For discussion questions for each video, see the [Parent Guide](#).

Title: Job Genius™ Introduction

Running Time: 3 minutes

The Job Genius™ Introduction video gives an overview of the topics in the Job Genius™ educational series and introduces Express Employment Professionals. The goal of this program is to help young people make an informed choice about their options for education after high school by explaining how to find a job, what skills you need to enter the workforce, and how to represent yourself during the job search.

Job Market Forecast

Running Time: 13 minutes

The Job Market Forecast details which jobs are trending, pay ranges for a variety of job types, and looks at the cost of getting trained for certain jobs versus the hiring activity and pay in those jobs. A variety of job types are highlighted, along with employment trend predictions in those industries. This video presents research on job options and how to make informed decisions about choosing an education path after high school.

Hot Jobs with High School Diplomas and Apprenticeship

Running Time: 18 minutes

The Hot Jobs video highlights in-demand jobs available through specific training programs after high school or GED completion. Some of the jobs profiled include an electrician, a machinist, and miners. This video also includes interviews with a plumber who owns his own business and a robotics technician. Learn what it takes to get these jobs and their estimated incomes.

Trending Career Tracks for Associate Degrees

Running Time: 17 minutes

The Trending Career Tracks video spotlights a few in-demand careers available with an associate's degree, beginning with the medical field and an interview with a registered nurse. Also included are details on jobs as a medical records technician, a radiation therapist, and more in the medical industry. This video also looks at what it takes

to work as a computer support specialist, and insurance sales agent and features an interview with a police officer.

Jobs with Bright Futures for Bachelor's Degrees

Running Time: 15 minutes

The Jobs with Bright Futures for Bachelor's Degrees video delves into trending jobs that require a Bachelor's degree by looking at jobs in the technology industry, such as web developer, and an interview with an internet security analyst. Learn about a career as an engineer, with a few hot jobs, including solar engineer, civil engineer, and mechanical engineer. This video also includes an interview with a marketing analyst and software developer.

Finding Job Opportunities

Running Time: 12 minutes

The different avenues for finding job openings, including online job sites, company websites, job fairs, networking, social media, and staffing companies are outlined in the Finding Job Opportunities video. Viewers learn how to read job postings/ads and understand job descriptions to match skills and abilities with openings. This video also teaches how to spot scam job ads.

The Résumé

Running Time: 12 minutes

The Résumé video details different types of résumés and formatting options, how to emphasize relevant experience and education, as well as activities and first-time work accounts to build your résumé. The video emphasizes the importance of honesty and accuracy, and what's appropriate on a résumé. Students learn what soft skills are, why they are important in finding a job, and how to include them on a résumé.

Interviewing

Running Time: 10 minutes

In the Interviewing video, viewers will learn how to logistically prepare for an interview, what questions to be prepared to answer and ask, and what is

1. Job Genius™ Video Names, Descriptions, and Discussion Questions



Continued...

appropriate to discuss. The video covers how to discuss how your skills and abilities match specific positions, and what you need to know about the job and the company before the interview.

for determining regular expenses and creating a budget, ideas for saving and investing, and touches on credit card use and dangers. This video wraps up with understanding your credit report.

After the Interview/Next Steps

Running Time: 9 minutes

The After the Interview video covers how to follow up after an interview, elements of compensation and how to discuss pay, preparing for the first day on the job, and proper workplace etiquette. This video also explains tax forms, overtime pay, and the difference between salary and hourly pay.

Job Genius™ Conclusion

Running Time: 3 minutes

This video is a summary of all the topics in the Job Genius™ video series and the value of working. It includes additional resources and support from Express Employment Professionals to aid in finding a job and career growth.

Career Pathing

Running Time: 15 minutes

The Career Pathing video details hard skills and soft skills and the role they play in selecting a career and getting hired. Education options for post high school are detailed, including the cost and time investment. A few examples of individual career paths impacted by Express Employment Professionals are shared in this video.

Discussion questions:

- Is there someone you admire? If so, what do you admire about them, their lifestyle or their career pursuit?
- Is there a job or career path that interests you?
- Who do you know who has a job in the field you are interested in?
- What type of career discussions have you had at school, with teachers, counselors, or presenters?
- What are your friends planning to do for a job?
- There are three main components to a career, what thoughts do you have on:
 - Job Satisfaction – What interests you? What do you think you're good at? What type of things do you not enjoy?
 - Work Schedule – What hours do you want to work? What environment do you want to work in? Who do you want to work with? How flexible do you want your work schedule to be?
 - Lifestyle – What type of home, car, or entertainment do you want?
 - Budget – How much income will you need to support your lifestyle?

Soft Skills for Career Success

Running Time: 13 minutes

In this Job Genius™ video, you'll learn how to set yourself up for success in any work environment as a master of customer service and relationship building. Learn what it takes for clear communication, working within a team, demonstrating and building a strong work ethic, and why flexibility is so important. Before this video wraps up, there are a few quick tips on cell phone use in the workplace.

Tips for Money Management

Running Time: 16 minutes

There are many circumstances in life that can impact a person's ability to succeed. Managing your income, no matter how great or small, can have a tremendous and positive impact on your future. Mastering your finances and reducing your debt can eliminate stress and allow you to focus on career growth. This video features a guide

For additional discussion questions visit ExpressPros.com/JobGenius and download the [Parent Guide](#).

2. Options for Viewing the Videos



2a. Sharing Online Access

The Job Genius™ video series is available on the Express Employment Professionals YouTube channel and ExpressPros.com. The videos can be embedded from the YouTube links onto school or association websites. The YouTube links can be shared on social media sites as an education option for followers. See section 3c in this guide for more information on how to share the videos on social media. The videos cannot be republished on additional YouTube channels, only shared from the Express Employment Professionals International Headquarters YouTube account.

2b. Seminar

The Job Genius™ video series can be used during a seminar for a school or association. The seminar can be for students/youth and could be done at a time when their parents/guardians can also attend. The seminar can also be held as an educational event for teachers, counselors, or advisers of students. Resources offered by Express to make your event successful include:

- Room set-up recommendations (2b)
- AV guidelines (2b)
- Session Schedule (2b)
- Sample agenda for in-class use (2c)
- Facilitator's guide (3a)
- Worksheets to accompany video content (3a)
- PowerPoint presentation with speaking notes (3a)
- Attendee survey (3a)
- Marketing materials to promote the program (3b)
- Social media support - see ExpressPros.com/JobGenius

Event Sharing

Ideal Room Set-Up: Viewers should be able to take notes and, if possible, use the accompanying worksheets to best retain the information. Tables or desks are ideal for note taking. The videos are educational and should be presented in a learning environment. An internet connection is necessary to play the videos on YouTube or a DVD can be requested by contacting a local Express office or

the Marketing department at Express International Headquarters at (800) 652-6400. A PowerPoint presentation is available to facilitate discussion and note taking. The PowerPoint presentation will have the YouTube videos linked within it or those slides can be cues to play from the DVD. The PowerPoint is available for download from ExpressPros.com/JobGenius.

Technology and Audio Visual Requirements

Please bring these requirements to the venue to ensure they meet the necessary technical requirements. For audiences of less than 30, a large TV could also be used with appropriate sound volume.

For audiences larger than 30, the following technology requirements apply:

- Rear screen LCD projector (confirm that all applicable cords are included) is recommended for large venues
- A standard LCD projector may be used as an alternative, but it must be at least 1280 X 1024 resolution and high contrast (2000:1 +), high lumens (2000+), or "Nits" output to result in a high quality image. Anything less will be fuzzy or dark.
- 7'X10' screen
- Sound system for microphone, as well as a patch for the computer sound to the room
- A computer with access to play the video files from a DVD or online access

Recommended Room Set-Up (30-74 Attendees)

Stage & Set Recommendations

- Screen at center stage or off to one side (approximately 7' wide X 10' tall is optimal)
- Wireless handheld microphone (for announcements from lectern and for Q & A from the audience)
- Lectern
- 16' of continuous black drape 10' to 12' tall positioned behind stage. Appropriate stage size 12' wide X 8' deep X 1' tall

2. Options for Viewing the Videos

Continued...



Welcome and Registration Desk Equipment

- 1 – 8' X 30" table, skirted in black with white top
- 1-2 easels for directional signs
- 2 signs (Registration and Directional – with arrows, to be placed at entrance and registration desk)

Recommended Room Set-Up (75+ Attendees)

Stage & Set Recommendations

- Screen at center stage or off to one side (approximately 7' wide X 10' tall is optimal)
- Wireless handheld microphone (for announcements from lectern and for Q & A from the audience)
- Lectern
- 20' of continuous black drape 10' to 12' tall positioned behind stage
- Stage size 16' wide X 8' deep X 1' tall

Welcome and Registration Desk Equipment

- 2 – 8' X 30" tables, skirted in black with white top
- 1-2 easels
- 2 signs (Registration and Directional – with an arrow, to be placed at entrance)

Sample Three-Session Schedule for Job Genius™ Event

Session 1: Career Options and Education

- Introduction
- Job Market Forecast
- Hot Jobs with High School Diplomas and Apprenticeships
- Trending Career Tracks for Associate Degrees
- Jobs with Bright Futures for Bachelor's Degrees

Session 2: Workforce Entry and Job Search

- Finding Job Opportunities
- Your Résumé
- The Interview

Session 3: Career Development

- After The Interview
- Career Pathing
- Soft Skills for Career Success
- Tips for Money Management
- Conclusion

Prior to Event Day

- Notify attendees about the event using the promotional flyer. Customize the [flyer](#) for the event location and time of the seminar.
- Use an approved email list to promote the event by downloading and utilizing the HTML email template promoting the seminar. The email can be customized with your time and location details.
- Leading up to the event use the social media graphics and suggested posts on social media outlets.
- Share the [promotional video](#) on the school or association website along with your seminar time and location details.
- Download the facilitator's guide and review.
- Review the videos and Section 2b of the Implementation Guide.
- Select a location for the seminar and determine if you have an internet connection to play the videos from YouTube or if you need to order a DVD.
- Test the computer, sound system, LCD projector, and internet connection prior to the event.
- Download the [PowerPoint presentation](#) and print a copy with the notes view for use the day of the event.
- Customize an agenda using the template available and print copies for attendees.
- Download the [worksheets](#) and print copies for attendees.
- Download the [evaluation](#) and print copies for attendees.

2. Options for Viewing the Videos

Continued...



- If desired, have a registration table set up to greet/check-in attendees.
 - One person to check in and one to greet/welcome attendees.
 - Arrange name badges alphabetically by last name for attendees to pick up.

Event Day

- Host a quick review with your team to ensure they know their roles.
 - Place select items at chairs/tables as planned.
 - Worksheets available for print from **ExpressPros.com/JobGenius**
 - Evaluations available for print from **ExpressPros.com/JobGenius**
 - Optional brochures – such as Pocket Résumé Guide (AM200) and Job Tip Sheet (AM229) are available from the local Express franchise or by contacting the Marketing department at Express International Headquarters (800) 652-6400.
 - Pens/pencils
 - Notepads
 - Ensure room set up meets your specifications.
 - Test audio equipment and sound system.
 - Connect and test the computer.
 - If the videos are being played from an internet connection, make sure they all play without buffering and that the audio level is acceptable.
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2c. In-Class Use

The Job Genius™ video series can be used over a series of class sessions. All items are available for download at **ExpressPros.com/JobGenius**. Support resources include:

- Facilitator's guide
- Worksheets to accompany video content
- PowerPoint presentation with speaking notes
- Attendee evaluation

3. Accompanying Assets



3a. Learning Materials

The Facilitator's Guide

This document is the facilitator's guide. It outlines the videos in the Job Genius™ program, options for presenting the videos in a variety of settings, and the course materials.

Worksheets

For each of the eight videos, there is a fill-in-the-blank worksheet available for download. The worksheets can be printed to allow viewers to capture key details for future reference and help facilitate learning. Worksheets can be downloaded at ExpressPros.com/JobGenius.

PowerPoint

The PowerPoint is available for download from ExpressPros.com/JobGenius. The PowerPoint presentation will have the YouTube videos linked within it or those slides can be cues to play from the DVD. The presentation will also have talking point notes to help facilitate the seminar and discussion.

Evaluation

Download an evaluation form at ExpressPros.com/JobGenius. It is requested that copies of the evaluations be shared with your local Express office or sent to the Marketing department at Express International Headquarters by emailing the scanned copies to Marketing@ExpressPros.com.

3b. Marketing Materials

Promotional Video

A :60 [promotional video](#) is available for sharing.

Banner Advertising

Web banner ads can be used on local websites for news affiliates, radio stations, education resources, and possibly the event host sites. A variety of ad sizes are available to download at ExpressPros.com/JobGenius.

HTML Emails

For Express franchise owners, HTML emails are available for Salesforce Marketing Cloud Lock and Publish account holders in the associate communication folder.

Flyer

Download an 8 ½" X 11" flyer template to customize for a Job Genius™ event or presentation. The template is available for download at ExpressPros.com/JobGenius.

Social Media

To access social media graphics and suggested posts, visit ExpressPros.com/JobGenius for downloadable guides.

4. Frequently Asked Questions



What is the suggested audience for the Job Genius™ program?

- People between the ages of 17-24
- Parents/guardians, educators, and counselors of people between the age of 17-24

What is the purpose of the Job Genius™ program?

- Provide education and insight about entering the workforce.
- Inform individuals about trending jobs and how to get informed about available jobs.
- Prepare viewers to enter the workforce, covering everything from the job search, to résumés and interviewing, to compensation.
- Present skilled trade jobs and vocational training and their roles in today's job market.

Why did Express Employment Professionals develop this program?

- Express Employment Professionals has been helping people find good jobs for more than 35 years. Each year, Express employs more than 540,000 people in North America and understands the current job trends and what skills are needed to support our economy. Express identified a gap in how students evaluated their options after high school, including education and career choices, and being prepared to enter the workforce.

Who is Express Employment Professionals?

- Express is the largest privately held staffing company in North America, with more than 800 locally owned offices.

How are Express Employment Professionals franchise locations involved in this program?

- Express franchise owners and their staff can share this program with local schools and associations in their market and may offer to facilitate the training.

Can I have a copy of the videos?

- A DVD with the videos can be requested from your local Express office, or requests can be emailed to Marketing@ExpressPros.com. You can also contact the Marketing department at Express International Headquarters at (800) 652-6400 with requests.

How can I share the videos?

- The videos are on the Express Employment Professionals [YouTube channel](#) and can be shared directly. They cannot be republished on additional YouTube channels or websites, only shared from the Express account.
- For options on how to present these videos, see Section 2. Options for Viewing the Videos.
- For social media support regarding Job Genius™, see Section 3C.

How many people should I invite?

- For free events: Typically, there is a 20-30% no-show rate. We recommend you invite 25% more than the number of seats you have available for your event.
- For paid events: Events usually experience fewer no-shows when individuals must pay to attend, so we recommend only inviting 15% more than the seats you have available.