



PARENTS GUIDE

Job Genius™ is an educational video series designed to prepare people, primarily between the ages of 17-24, on how 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 and how to use them to prepare young adults for the workforce. Each video is paired with discussion questions to use with your young adult.



What is the purpose of the Job Genius™ program?

- Provide education and insight about entering the workforce
- Inform individuals on trending jobs and how to become informed about available jobs
- Make informed choices about career direction and career education options
- 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

Index

1. Job Genius™ Video Descriptions and Discussion Questions (pg. 1)
2. Worksheets for Videos (pg. 16)
3. About Express Employment Professionals (pg. 17)



ExpressPros.com/JobGenius

©2017 Express Services, Inc. All rights reserved. 4/20

1. Job Genius™ Video Descriptions and Discussion Questions



There are 15 videos in the Job Genius™ series, which includes an introduction and conclusion.

Title: Job Genius™ Introduction

Run Time: 3 minutes

Description: 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, how to find a job, the skills needed to enter the workforce, and how to represent yourself during the job search.

Parent guide tips:

- Introduce Job Genius™ as a way your young adult can explore career options on their own and at their own pace.
- Instead of viewing a career path conversation as a deep one-time discussion, have frequent short conversations with ongoing communication.

Discussion questions for you and your young adult:

- 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, entertainment do you want?
 - Budget – How much income will you need to support your lifestyle?



Title: Job Market Forecast

Run Time: 13 minutes

Description: The Job Market Forecast details which jobs are trending and readily available, pay ranges for a variety of job types, and looks at the cost of training 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.

Parent guide tips:

- Stay informed about current events in your local area, and be aware of news on jobs that are in demand and the pay for those jobs.
- Share a recent article or story of a company that is expanding in your town or an industry you think your young adult would be interested in to inform them and demonstrate how they can educate themselves outside of school.
- If possible, share a personal story of market demand that has impacted your own career.

Discussion questions for you and your young adult:

- Were you surprised by any of the jobs mentioned in the video? How so?
- What concerns do you have about the jobs that interest you?





Title: Finding Job Opportunities

Run Time: 12 minutes

Description: Different avenues for finding job openings include: online job sites, company websites, job fairs, networking, social media, and staffing companies. 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 job ads that could be a scam.

Parent guide tips:

- Share a personal story about how you found your first job.
- Discuss how your company hires people and what that process is like.
- Consider asking a friend, current or former co-workers, or managers if they would be willing to have a conversation with your young adult about job searching.

Discussion questions for you and your young adult:

- Where would you look for jobs if you had to find a job right now?
- Who could you ask for help in finding a job?
- Have you looked for a job opening in the field that interests you just to see what is out there and what employers are looking for?
- What will it take to get qualified for the job you want? What are the costs and time associated with getting qualified? Does the potential income and job opportunity warrant the cost?





Title: The Résumé

Run Time: 12 minutes

Description: 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. Viewers get an introduction about soft skills, why they are important in finding a job, and how to include them on a résumé.

Parent guide tips:

- If you have a résumé of your own, show it to your young adult and encourage them to ask questions about the details. If you don't have one, consider creating one with them as a practice exercise.
- Have your young adult create a résumé with their current experience and education, then ask them to create a résumé for themselves 10 years in the future.

Discussion questions for you and your young adult:

- How important do you think your résumé is in getting an interview?
- How can you represent your level of skill on a résumé?
- Which type of résumé format would be best for your current situation?
- Now that you've learned about your soft and hard skills, list the skills you have now and those you need for your desired career.





Title: Interviewing

Run Time: 10 minutes

Description: In the Interviewing video, viewers will learn how to prepare for an interview, what questions to be prepared to answer and ask, and what is appropriate to discuss. The video covers how to discuss how your skills and abilities match specific positions, and what to know about the job and the company before the interview.

Parent guide tips:

- Ask a friend or family member if they would spend time in a mock interview with your young adult.
- Have your young adult interview a sibling or friend. Make this a fun exercise, encourage additional questions to get your young adult to the right answer versus direct correction.

Discussion questions for you and your young adult:

- How would you research the company interviewing you?
- What questions would you ask in an interview?
- What stories about your skills and experience should you share?





Title: After the Interview/Getting Hired

Run Time: 9 minutes

Description: 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 reviews proper workplace etiquette. This video also explains tax forms, overtime pay, and the difference between salary and hourly pay.

Parent guide tips:

- Locate the documents your young adult will need to apply for work, such as a birth certificate or passport.
- Share with your young adult whether you are paid hourly or salary and how that works.
- Share with your young adult what deductions are taken from your pay for things like taxes, which are mandatory, and things like company healthcare insurance, which may be optional.

Discussion questions for you and your young adult:

- Does the job you want typically pay hourly or salary?
- Do you have a way to get to and from work?
- When you are working, do you plan to take your lunch or will there be affordable restaurants nearby?
- What stories have your friends shared with you about compensation?





Title: Career Pathing

Run Time: 15 minutes

Description: The Career Pathing video expounds on 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 frequently placed by Express Employment Professionals are shared in this video.

Parent guide tips:

- Share your first job with your young adult, what you were paid, how you found the job, what your duties were, and what you learned from your first few jobs.
- Encourage your young adult to ask friends and family about their first jobs or favorite jobs.

Discussion questions for you and your young adult:

- What job could you do if your preferred career wasn't available?
- Are there any entry-level positions or experience needed in order to reach your preferred career?
- Should you take a job to get in the door of a company you really like?
- Is there a step in pursuing your desired career that most concerns you?





Title: Soft Skills for Career Success

Run Time: 13 minutes

Description: 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.

Parent guide tip:

- If possible, share your workplace handbook and point out guidelines that apply to communication, teamwork, flexibility, and cell phone use.

Discussion questions for you and your young adult:

- What frustrates you most when communicating with authority figures?
- How does your appearance and attitude impact the professional impression you make?
- What things do you have to take care of outside of work that could impact your time at work?





Title: How to Write a Business Email

Run Time: 8 minutes

Description: The ability to communicate effectively plays a big part in landing a job and more importantly, getting ahead in a job. That's why it's so important to know how to craft an email that cuts through the clutter and gets noticed. This video shares everything needed to become a business email expert!

Parent guide tip:

- Make sure your young adult has an email address. Encourage them to use a professional email address, featuring their name and numerals, if needed. Have them practice sending an interview follow-up email to you or another adult.

Discussion questions for you and your young adult:

- How often do you think you'll use email during your job search?
- What do you think is an appropriate response time for a business-related email?
- When formatting an email, what considerations should be made to make the email easy to read on a mobile device?





Title: Tips for Money Management

Run Time: 16 minutes

Description: 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 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.

Parent guide tips:

- Consider developing a household budget and share that experience with your young adult.
- Share with your young adult your current monthly fixed expenses, such as housing, insurance, utilities, and transportation. Also, share what you have left for variable expenses, such as food, entertainment and gas.

Discussion questions for you and your young adult:

- Is there a buying decision coming up that your young adult could help research and suggest solutions for, such as a cell phone, cable plan, or car?
- Have your young adult research cost of living for the community they want to live in or just housing costs in your community. Discuss whether the cost of housing will match the income from their desired job.
- Talk with your young adult about credit card offers and the expense of interest when the balance is not paid off monthly. Discuss the convenience of having a credit card versus the potential for accumulating debt.





Title: Hot Jobs with High School Diplomas and Apprenticeship

Run Time: 18 minutes

Description: 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 in Canada. 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.

Parent guide tips:

- Encourage your young adult to understand the time and financial investment required for the jobs that interest them.
- Be prepared to share if you can provide any financial assistance for education or certifications.

Discussion questions for you and your young adult:

- What was surprising about the jobs profiled in this video?
- Would you ever want to own a business?
- Did you know you could get paid during apprenticeship jobs?





Title: Trending Career Tracks for Associate Degrees

Run Time: 17 minutes

Description: 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.

Parent guide tip:

- If you know anyone who has any of the jobs featured in this video, share a story you heard from them about their work or ask if they would be willing to speak with your young adult.

Discussion questions for you and your young adult:

- Do you want a job that helps other people?
- What type of schedule do you hope to work? A traditional 8 to 5 or a shift schedule with a certain number of hours rotating on and off, such as a nurse or truck driver?
- Do you know what type of scholarship programs apply to technical schools in your area? Contact the financial aid departments of your local vocational schools or speak with your school guidance counselor to start learning your options.





Title: Jobs with Bright Futures for Bachelor's Degrees

Run Time: 15 minutes

Description: The Jobs With Bright Futures 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.

Parent guide tip:

- If you went to college, share what aspects you enjoyed and how you think the experience benefited you.
- If you don't have a college experience, consider asking a friend or co-worker to speak with your young adult.

Discussion questions for you and your young adult:

- If you are going to attend a traditional 4-year college, what schools are you considering?
- If you need student loans for college, how much debt are you comfortable acquiring?
- Do plan to work while going to college?





Title: Life After the Military: Career Options for Veterans

Run Time: 17 minutes

Description: This video is hosted by Patrick Murphy, Army veteran and former Under Secretary of the Army. As veterans prepare for a civilian career, there are a variety of paths and a multitude of resources.

Considerations:

- After exiting the military, are you planning to get a job right away? What type of job do you want and how has your military experience prepared you?
- Rather than getting a job, or maybe while working, do you plan to pursue additional education after your military service? What is your process for reviewing educational options and funding availability?
- Some veterans decide to pursue business ownership versus getting a job. Does owning a business interest you? What type of business you see yourself owning?





Title: Job Genius™ Conclusion

Run Time: 3 minutes

Description: The Conclusion 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.

Parent guide tip:

- Consider involving your child in maintaining your home life, such as: bill paying, grocery shopping, household chores (cleaning, laundry, yardwork), and car maintenance.
- Speak with a school counselor or financial aid advisor to understand what options your young adult will have for financing their education after high school.
- In the U.S., visit StudentAid.ed.gov to understand the federal student aid options available, and Canada.ca for student loans and student grant information.

Discussion question for you and your young adult:

- What thoughts do you have about pursuing education and work after high school?
- Do you need help researching your options for school funding and enrollment?
- What is most exciting and most concerning about your future plans?



2. Worksheets for Videos



There is a fill-in-the-blank worksheet available for each of the 13 videos. Worksheets can be printed to capture key details for future reference and help facilitate learning. Worksheets can be downloaded at ExpressPros.com/JobGenius.



3. About Express Employment Professionals



Who is Express Employment Professionals?

Express is the largest privately held staffing company in North America, with nearly 835 locally owned offices throughout the U.S., Canada, and South Africa.

Why did Express Employment Professionals develop this program?

Express has been helping people find good jobs for more than 35 years. Each year, Express employs more than 550,000 people in North America and understands the current job trends and the skills needed to support our economy. Express identified a gap in how young adults evaluate their options after high school, including education and career choices, and their preparations to enter the workforce.

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.



ExpressPros.com/JobGenius