



COMPANY PROFILE INTRODUCTION LESSON (teacher copy)

Career and Education Standards

SELF-KNOWLEDGE AND INTERPERSONAL RELATIONSHIPS: Assess and demonstrate a thorough understanding of the knowledge, attitudes, behaviors and skills needed to be successful in school, careers, civic life, and relationships with others.

EDUCATION, CAREER AND LIFE ROLES Demonstrate an understanding of the relationship between the changing nature of work in a 21st century global economy and educational requirements; how learning new skills and educational achievement lead to increased career options and lifelong learning.

MAKING DECISIONS, UTILIZING A PLANNING PROCESS, CREATING OPPORTUNITIES AND MAKING MEANINGFUL CONTRIBUTIONS Demonstrate effective decision-making and planning skills in their pursuit of success in education, work and citizenship roles.

PRE-TEACH: Before you watch the video, write the company name on the board, ask students the following questions and record student responses:

Q1: How many of you have heard of this company or service? *(If no one has heard of this company/service, state that if they have never heard of this company/service, they would have no idea what they do, what kind of jobs they have, what kind of benefits they offer, what a career path would look like)*

Q2: Can anyone describe what this company/service does?

Q3: Can anyone describe what jobs they provide?

Q4: Can anyone describe what benefits they offer?

Q5: Can anyone describe what a career path could look like?

WATCH THE COMPANY PROFILE VIDEO

Repeat the questions you asked above and record student responses