



# Workforce Week™ Event Guide:



ADULT  
JOB SEEKER

## About Workforce Week™

Workforce Week™ is an annual career development event first designed by Workday that connects job seekers from all walks of life with employees and organizations eager to help them. During Workforce Week™, you'll match jobseekers with employees to review resumes, host mock interviews, and discuss career paths—or any activity that prepares people of all ages for new careers.

## How to Use This Guide

The steps included in this toolkit apply to a single event, but you can replicate and host as many events as you like during Workforce Week™ at your company. All resources can be edited to fit your guest's and company's specific needs, culture, and event format.

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# Planning Tips for Organizer

Ready to host your own Workforce Week™ event? These planning tips should be just what you need to get started.

## SELECT A LOCAL NONPROFIT

Work with a local nonprofit who also shares your mission. Check out our “Suggested Nonprofit Partners” section on the web page or search for workforce development programs in your city.

If you don't have a relationship with an organization you'd like to work with, we suggest reaching out to its program director/manager or corporate engagement contact if available. Here's a sample email to get you started.

### Draft Email to Nonprofit/School



My company is committed to workforce development and will be hosting a Workforce Week™ [DATES] at our office. Workforce Week events connect our employees with your jobseekers for mock interviews, resume reviews, and career conversations. The agenda is fully customized based on the needs of the group.

We are currently seeking interested nonprofits and schools who would want to participate and bring a minimum of 15 students or job seekers for a 3-to-4 hour job skills training session. We would work with you specifically to customize a session that best suits your needs in terms of content, length, and employee interaction.

We'd love to have your organization participate this year. Are you interested?

#### Here's what a session agenda could look like:

- 1 hour - Guest Speakers ([COMPANY] Employees from Various Functions)
- 45 mins - 1:1 Career Chat/Mock Interview
- 45 mins - Resume/LinkedIn Review
- 30 mins - Networking/Meal

Let me know if you are interested! I'd love to block off some time for you.

## DEFINE YOUR ROLE

In our experience, we've learned that it's best if you serve as the event planner who oversees the agenda. This also includes everything from overseeing the agenda and content creation to serving as the host on the day of the event.

## PLAN A TIMELINE

Start planning at least five to six weeks in advance—keeping in mind that your timeline may vary depending on scope, volunteer recruitment, nonprofit partner(s), and venue.

# Planning Tips for Organizer

## DESIGNATE A BUDGET



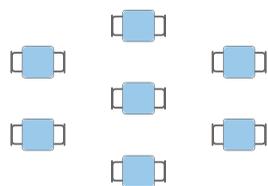
## DEVELOP A CURRICULUM

Work directly with the nonprofit partner to customize the agenda to suit all participants. Consider making custom activities based on the skills, talents, and interests of your employees. For example, if you have marketing team volunteers, consider asking them to develop a “real life” challenge for guests to work through during the event. Always keep in mind the skill level of your guests.

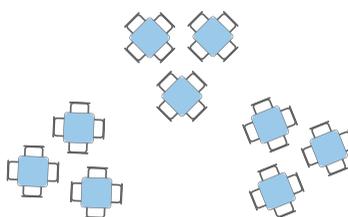
## SECURE THE SPACE EARLY AND SET THE VIBE

We recommend a room that is easily accessible for guests, and has moveable tables and chairs, the capacity to fit all guests and employee volunteers, and AV capabilities. Set up the space depending on the agenda of the visit.

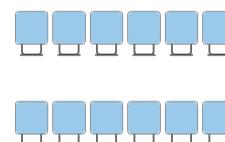
### Interview Style:



### Pods:



### Classroom Style:



## ENGAGE EMPLOYEE VOLUNTEERS

Engaging employees is one of our favorite parts of the planning experience. Determine your audience and recruit volunteers accordingly. We suggest recruiting a diverse group of volunteers of all ages, experience levels, and backgrounds. Reach out to your nonprofit partner to better understand your audience and their needs.

## PLAN THE EXPERIENCE

From arrival to departure, you'll want to make sure your guests have a great experience. This means lowering all barriers to participation and letting your company culture shine. Set your volunteers up for success by sending a one-page guide in advance as well as having them on hand at the event. For some extra fun, start the day off with icebreakers or a quick game of company trivia.

# Planning Tips for Organizer

## COMMUNICATIONS & MARKETING

Event communication is important for both internal and external parties. Think about using some of the communication materials below that would work best with your company culture.

### Communicate to employee volunteers

- Recruiting email or social post
- Calendar invite to block time
- Pre-event email with agenda, guest profile, and what is expected of volunteers
- Thank you email at conclusion of event
- Volunteer manuals printed for day-of use

### Communicate to guests

- Draft an email that the nonprofit can use to invite their jobseeker network that includes the who, what, where, and why of your event.
- Share a parking and logistics one-pager for your guests. Does your company require an NDA to be signed? Ask your nonprofit partner to communicate to their attendees.
- Help them come prepared. Do you plan to do a resume workshop? Have the guests bring a printed resume or description of a job that interests them.
- If you plan to take and share photos, we suggest sending a photo waiver in advance for review. This is typically required if guests are under the age of 18.

### Materials for the day

- Check in with your company security team to let them know your plan
- We suggest preparing a few short slides for your guests to guide the day as well as provide brief background on the company itself. This is a great time to show what your company is all about. You can even show a video if you'd like.
- Thank-you notes to send to volunteers and guests. Take photos during the event to use in the notes.

# Sample Agenda

We've included a sample agenda below, but we do recommend reviewing your agenda with the nonprofit partner to customize the event to suit the participants and their needs. We've found that the ideal visit is between 3 to 4 hours long with one snack and/or lunch break. We have also included specific instructions for each element of the agenda.

Resources	Time 3.5 hours	Activity	Volunteers Needed
<i>See "Guest Speaker" section for details</i>	5 minutes	Arrival and Get Settled	1
	15 minutes	Executive Welcome	1
	35 minutes	Recruiter Presentation	1
<i>See "Workshops" section for details</i>	45 minutes	Guest Speaking Panel	3-4
	45 minutes	Workshop: Career Chat	20 1:1 or 1:2
	10 minutes	Break	
	25 minutes	Workshop: Mock Interview	20 1:1 or 1:2
	30 minutes	Lunch and Networking	



# Guest Speakers

## EXECUTIVE WELCOME

### **\*Note to Organizer\***

An executive welcome is a great way to start your career day visit. Take your audience into consideration when selecting which executive. For Adult job seekers, consider approaching an executive who comes from a nontraditional background or one with diverse hiring experience.

In addition to an executive welcome, you will need to assign a host for the visit to introduce speakers and ensure the group stays on schedule. This can be your role during the day, or someone else's who has a good understanding of the flow of the event if you are not comfortable in front of crowds. The host will be the main point of contact for the day, greeting the guests when they arrive, getting them settled, ensuring the group follows the agenda, and managing all activity transitions until departure.



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& Customize

### Draft Email to Executive

We are hosting a Workforce Week™ event where we will be inviting jobseekers from [PARTNER ORGANIZATION] to participate in a half-day career experience on our campus. This is part of our company-wide effort to help job seekers who face barriers to employment learn about opportunities in our field. We'd love to have you share a few words as a welcome to our group if your schedule allows.

This volunteer opportunity would include speaking for 10 to 15 minutes where you'd share a quick overview of your particular role and department, and/or answer one or more of the questions below.

Let me know if you are available, and I'll send you a calendar invite with details.

Thank you for your consideration.

#### Talking Points:

- Share a brief overview of the company and major moments in company history.
- What do you love most about working here?
- Can you briefly share your career journey? Did you always work in this field or did you try other roles along the way?
- What is the company culture here?
- What type of people are successful here?
- What is the best piece of career advice you've ever been given?

# Guest Speakers

## PROFESSIONAL RECRUITER

### \*Note to Organizer\*

Our recruiter guest speakers repeatedly get rave reviews from our guests. We highly recommend having someone from your hiring team share job search and interview tips and tricks. After the recruiter has agreed to participate, send a calendar invite with details about the audience. They should adapt their presentation according to the age and experience level of the group.



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& Customize

### Draft Email to Recruiter

We are hosting a Workforce Week™ event where we will be inviting jobseekers from [PARTNER ORGANIZATION] to participate in a half-day career training experience. We'd love to have you (or someone from your team) share insights about the job search process and how to ace an interview.

Your guest speaker shift would be about 30 minutes in total, including 15 minutes of prepared comments followed by 15 minutes of Q&A. You can prepare slides if you'd like, but they are not required.

Please let me know if you are available and I'll send you a calendar invite with more details on the group.

Thank you for your consideration.

### Talking Points:

Prepare 15 minutes of content to share:

- What is the best way to utilize LinkedIn, Indeed, or other search engines?.
- What is an informational interview, and how can you request one?
- What should you expect in a phone interview?
- How can you stand out in an interview?
- Come prepared: what to research?
- Come prepared: what to wear?
- How to follow up?
- Common mistakes: how to avoid hiring pitfalls in your job search

Open up for questions from the audience

# Guest Speakers

## TRANSITIONING INTO TECH PANEL

### \*Note to Organizer\*

Many Adult job seekers benefit from hearing from a professional who can share stories about how they transitioned into careers in tech. For us, that's a call-out on our internal social channels to see if any employees who didn't start their careers in tech are interested in serving on a panel.



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& Customize

### Draft Internal Post

Did you start your career in another industry? Maybe retail, construction management, or something else? We'd love to hear from you. [COMPANY] is hosting a special volunteer event on [DATE] where we will be inviting adult job seekers from [PARTNER ORGANIZATION] to participate in a half-day career training experience on our campus. We are looking for 3 to 4 employees who didn't start their careers in tech to serve on a panel and share their career stories.



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& Customize

### Draft Email to Transitioning to Tech Panel

Thank you for your willingness to speak on a panel for our guests from [PARTNER ORGANIZATION] Our guests come from diverse backgrounds and are interested in making a transition into tech. They are eager to hear from you! Our guests will be participating in a half-day of career training workshops on [DATE]. The employee panel will begin at [TIME] and end by [TIME]. Please plan to arrive to [ROOM] at least 5 minutes in advance.

Please see the list of possible questions below for an idea of what to expect. After 20 to 30 minutes of curated questions, the moderator will open up the floor to audience questions for the last 15 to 25 minutes.

1. Introduce yourself, how long you've worked here, and what your role is.
2. Tell us about your career journey. How did you end up here?
3. What is one piece of advice you'd give about navigating the tech industry?
4. How did you adapt your past experience to make it relevant for your desired career?
5. What knowledge was necessary and how did you gain that knowledge?
6. Are there any industry articles, blogs, or news sources you'd recommend following?
7. Was the interview process different?
8. What was your transition into the tech company like?
9. What are you most proud of from your time here?

Don't hesitate to reach out if you have any questions about the day. Thank you for sharing your story!

# Workshops

## MOCK INTERVIEWS

This activity allows the job seeker to practice their interview skills. You can do this workshop in a few different ways depending on the amount of time you wish to spend with it. In 20 minutes, you can complete this once. In 45 minutes, you can switch partners halfway through and complete it twice for extra practice.

We recommend preparing a guide for volunteers to follow along with when they are conducting mock interviews. Start with the guide below and feel free to make adjustments to best suit your needs. You can send this in advance in an email, but we suggest having physical copies for volunteers.

Have the job seekers prepare their elevator pitch, print off their resume or LinkedIn profile, and bring a sample job description that interests them.

The room layout should be interview style with chairs on either side of a table.



# Workshops

## RESUME REVIEW

This activity allows the job seeker to gain insights into their resume and/or LinkedIn profile. For this volunteer opportunity, we recommend engaging hiring managers or employees who've had hiring experience.

Allow for 45 to 60 minutes to complete this workshop. Engage a recruiter to prepare a 15-minute presentation on crafting resumes to start the workshop. After their presentation, have job seekers partner up with employee volunteers and continue the rest of the activity as outlined in the guide below.

Have the job seeker print off their resume and/or LinkedIn profile and bring a sample job description. The room should be large enough so there is space to spread out. The layout should be interview style with chairs on either side of a small table.



# Growing to a Full Workforce Week

While Workforce Week can start as a single event to support job seekers, we hope you'll consider expanding those events to a full week of service focused on workforce development. Our sample calendar below shows you what Workforce Week might look like at scale.

Downloadable guides are available for all of the partner populations you see below.

## *Sample Workforce Week Calendar*

DAY	Time	Partner	No. of Guests	No. of Speakers	No. of Volunteers	Host	Bus?
Monday	8:30AM-12:30PM	HS Students	40	5/5	30/40	Sara	Y
	1:00PM-5:00PM	HS Students	25	3/5	11/25	James	N
Tuesday	8:30AM-12:00PM	Adult Jobseekers	20	5/5	19/20	Sara	Y
	1:00PM-5:00PM	Adult Jobseekers	20	5/5	15/20	James	N
Wednesday	11:00AM-3:00PM	Adult Jobseekers	30	4/6	15/30	James	N
Thursday	8:30AM-12:30PM	Opportunity Youth	30	2/6	25/30	James	N
	1:00PM-5:00PM	Opportunity Youth	25	4/4	25/25	Sara	Y

ADAPT AND PRINT THE FOLLOWING  
MOCK INTERVIEW GUIDE

# MOCK INTERVIEW GUIDE

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## GOAL

Allow the job seeker(s) to practice their interview skills in a comfortable setting, with the volunteer modeling appropriate interview responses. This session will include time for practice and feedback and be more informal than a traditional interview. For the purposes of this exercise, the questions provided will be general enough to apply to any field.

[INCLUDE DETAIL ON EXPERIENCE LEVEL OF GUESTS]

## INSTRUCTIONS

For all questions, have your job seeker answer the question, and then give a sample answer and/or provide feedback in the moment if appropriate. If there is more than one student per group, rotate who is answering the interview questions.

We've included a Mock Interview Feedback Worksheet for the job seeker(s) on the next page. Be sure to discuss your written comments once you've finished the first round of questions.

## INTERVIEW QUESTIONS

If you haven't already, spend the first minute or so talking about the kind of work the job seeker(s) is interested in pursuing. Then dive into the interview questions below.

- Tell me about yourself and why you are interested in the career you are pursuing?
- How has your past work or school experience helped you prepare for a job with this company?
- Give me an example of a time when you demonstrated your creative problem-solving skills. Describe a problem you solved.
- What are your strengths? (what do you do better than most people?)
- Describe a (recent) situation in which you asked for advice or help.
- Tell me about a mistake you made at work or in school, what would you have done differently? What did you learn from this mistake?
- Outside of work, what is something that you are personally passionate about and why?
- Describe a time when you had to take on something very new or different and you had little or no guidance and support in doing so. How did you handle it?
- What are your short- and long-term goals? How does this career fit with your goals?
- What unique skills and experiences can you bring to our team?
- Tell me about the most difficult person you've had to work with. What was the situation and how did you address and resolve it?

- Describe a conflict with a coworker/friend/or customer and how you handled it.
- Tell me about the toughest decision you've had to make in your work or life.
- What is one of your weaknesses or areas of opportunity? What are you doing to improve?
- Describe a situation when miscommunication created a problem on the job or in school.
- Describe a situation when you were confronted by a difficult problem or challenging situation, and how you solved it.
- Describe a time when you accomplished a challenging goal.
- Describe how you work under pressure. Do you anticipate problems or react to them?
- Describe how you have handled rude, difficult or impatient people.

### **ROTATE** if time allows

Now that the job seekers have practiced their first mock interview, rotate groups and allow job seekers to meet with a new volunteer to continue practicing.

### **WRAP UP**

Encourage employees to share contact information or connect on LinkedIn if they are comfortable. This is totally optional. While we believe this offers additional skill-building opportunities around appropriate follow up and business communication, we realize it's not right for everybody or every company. Use your discretion.

# MOCK INTERVIEW FEEDBACK WORKSHEET

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## INSTRUCTIONS

After you finish your mock interview session, complete the feedback sheet below and review with the job seeker(s). They can take this sheet home if they choose.

If possible, provide tangible examples for areas where the job seeker(s) needs improvement and in areas where they shine. You can also provide additional comments if necessary.

### 1. Engagement/Enthusiasm

Score:                      Excellent      Good Satisfactory      Needs Improvement

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### 2. Professional Appearance

Score:                      Excellent      Good Satisfactory      Needs Improvement

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### 3. Body Language

Score:                      Excellent      Good Satisfactory      Needs Improvement

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### 4. Communication Skills

Score:                      Excellent      Good Satisfactory      Needs Improvement

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## 5. General Preparedness

Score:                      Excellent      Good Satisfactory      Needs Improvement

Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Provide up to three interview answers that stood out to you and why.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

ADAPT AND PRINT THE FOLLOWING  
RESUME REVIEW GUIDE

# RESUME REVIEW GUIDE

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## Requirements of Participants

- Bring a copy of their resume or LinkedIn profile
- Bring a sample job description of the kind of role they are seeking

## GOAL

Resumes and LinkedIn profiles that properly convey the job seeker's experience, skills, and brand is a crucial first step in securing their future careers. Your goal is to bring your hiring experience and vetting acumen to assist the job seeker in adjusting their resume or online profile.

## WHAT TO EXPECT

A recruiter will be coming to share out resume dos and don'ts to the whole audience. After their presentation, you will be matched with a job seeker—ideally 1:1. With your partner, move to your own table around the room. Be sure you have enough space so the conversations feel private. Share your thoughts as suggestions only.

## INSTRUCTIONS

1. Participants to provide volunteers with resume and job description.
2. Familiarize yourself with the job description.
3. Review the resume as if you were the hiring manager for the job description provided. Mark the resume for things that stood out to you—both positive and negative.
4. Volunteers should ask questions of the job seeker for anything that needs more explanation.
5. Discuss your highlights with the job seeker, including strengths, weaknesses, and areas for improvement.
6. Explain the importance of tailoring a resume for the job description, including optimizing the language for automated keyword search used by companies today.

## WRAP UP

Thank the job seeker for sharing their resume and/or profile with you. Remind them that your thoughts were only suggestions. All hiring managers are different and the importance of their resume and/or profile is to be clear, grammatically correct, tailored to the job description, and true to who they are as a prospective employee.

