

Employment Communication Communications Unit

MIDDLE SCHOOL OR HIGH SCHOOL

**Seven (7) Employment
Communication
Lessons aligned with
the National Business
Education
Association's
(NBEA) standards**

**Includes a
Lesson Library
to make the activities
Easy-to-Find**




NO PREP!

BUSINESS EDUCATION WITH *Denise Leigh*

WHY IS THIS EMPLOYMENT COMMUNICATION UNIT SO GREAT?

- ✓ Designed by an educator with **30 years** experience.
- ✓ **NO PREP** lessons that are **ENGAGING**.
- ✓ **Aligned** to the National Business Education Association (NBEA) standards.
- ✓ All NBEA standards are **cross-walked** with the appropriate lesson.
- ✓ Great for Middle School, High School & Higher Ed

Includes a **LESSON LIBRARY** to keep you organized

|  | Student Copy | Teacher's Key | Pacing/Time | National Business Education Standards |
|--|--|---|-------------------------------|--|
| <h2>Employment Communication</h2> | <p><i>*Interview Power Words</i> - Activity and Bulletin Board idea</p> | N/A | 30 mins | <p>V. Employment Communication</p> <p>1. Achievement Standard: Communicate effectively for employment success Level 3 Performance Expectations</p> <p>8. Discuss the assessment of interests, skills, and abilities as they relate to selecting a career</p> <p>9. Identify multiple methods to find job opportunities</p> <p>10. Write formal persuasive application messages and resumes customized to meet prospective employers needs</p> <p>11. Prepare resumes in both print and digital formats</p> <p>13. Obtain permission and create a list of professional references</p> <p>15. Prepare responses to commonly asked interview questions</p> <p>16. Discuss and demonstrate the importance of appropriate dress and grooming in an interview situation</p> <p>17. Prepare a list of questions to ask an interviewer</p> <p>18. List and discuss qualities that employers expect in prospective employees</p> <p>21. Discuss significance of nonverbal communication in the interview process.</p> <p>22. Complete job application forms</p> <p>23. Write a job interview thank you message</p> <p>24. Write effective follow-up messages</p> <p>25. Use correct strategies for accepting or rejecting job offers.</p> <p>26. Discuss appropriate spoken and written actions when leaving a job under various circumstances</p> <p>27. Demonstrate honest and ethical behavior in all employment Communications</p> |
| | <p><i>*Job Interview Tips</i> - Includes a game in the file</p> | Teacher's Key is in the link to the left | 25 mins | |
| | <p>Job Search and Hiring Activity File</p> | <p>Job Search and Hiring File Student Example</p> | 1-2 weeks | |
| | <p>JobQuest Simulation Job (Best if printed out to present to students)</p> | <p>JobQuest Simulation Student Example</p> | 1 week | |
| | <p>Respectfully Declining a Job Offer</p> | <p>Respectfully Declining a Job Offer Teacher's Key</p> | 20 mins | |
| | <p>Job Interview WebQuest Research & Presentation Prompt-Spoken Communication-have students present.</p> | There is no student example for this project yet. | 90 mins | |
| | <p><i>*LinkedIn Benefits to Business</i></p> <p>Create a LinkedIn Profile</p> | <p>Teacher's key</p> <p>Student Example</p> | <p>25 mins</p> <p>10 mins</p> | |

12-15 Hours Teaching Duration

indicates that the resource is recommended to be taught using the student-led instruction strategy to allow students to practice their verbal communications skills. I emphasize to students that they speak clearly, slowly, precisely, and loud enough for all to hear. I give 'classroom communication and participation' grades for each student as speaking out in class (and being part of the discussion) is an important part of the learning process in a communication class...(or really any class) For a demonstration of this instructional strategy, [CLICK HERE](#).

Google Docs & Google Slides format or **EASILY** convert to Microsoft Word & PowerPoint

Interview Power Word (Activity & Bulletin Board Idea)

After we went over the meaning of these **POWER WORDS**, students talked, complimented each other by suggesting words for each other, and selected a **POWER WORD** for themselves! We created bracelets or book bag charms with our **POWER WORD**. I even created one for me! I am **CHARISMATIC!** Google "charismatic". It's a great word!

I bought about \$30 of supplies from Amazon and have a lot left over for the next time I want to do this activity. I chose to use pipe cleaners because they are easy to use and the beads and close the bracelet with a knot. It's simple to make and the power words are a great reminder!

Multi-Color Plastic Beads
Alphabet Beads

Fun way to Empower students and give

Competent

**30 Minutes
Teaching Duration**

Job Interviewing Tips (includes an Interview game)

Job Interview Tips: How to Make a Great Impression
INDEED.com is a website used for searching for jobs and it also offers job hunting advice. Use [THIS LINK](#) to complete the chart below...

Before the Interview

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| 1 | |
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| 4 | |
| 5 | |
| 6 | |
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| 8 | |

Interview Day

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| 12 | |
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| 16 | |
| 17 | |
| 18 | |
| 19 | |

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After the Interview

| | |
|----|--|
| 20 | |
| 21 | |

Thank You Letter After an Interview

You interviewed for a mascot position at the school ballpark. The interview went well and you really liked the job. If you have charisma, you're excellent and you know you would be great for this position.

Write a letter to Ms. Kay, the manager who interviewed you for the job. Thank her for her time and make sure she is aware that you want the job. List the qualities that you have that will make you an excellent mascot!

What are 2 questions that you might ask the interviewer in the interview?

| | |
|---|--|
| 1 | |
| 2 | |

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**25 Minutes
Teaching Duration**

Job Search and Hiring Activity

The job search process can be very exciting and also nerve-racking. There are some simple steps to follow to make the process less stressful. Although some employment opportunities come about in different ways, this file will work through the most common process taken when job searching.

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Job Search & Hiring Process

What is the job search process?

1. Start your search...
2. Prepare a resume...
3. Prepare a cover letter...
4. Submit applications...
5. Interview...
6. Receive a job offer...
7. Accept the job offer...
8. Start the new job...

Start your search...

Job search sites are a great place to start when looking for a new job. Most of them operate the same, they prompt you to create an account, allow you to search and browse job listings, and alert you when a new job becomes available in your area.

Click on [THIS LINK](#) to discover the best purpose for each of the top job search sites.

| | |
|--|--|
| Which is best for networking? | |
| Which is best for overall job searching? | |
| Which is best for startup jobs? | |
| Which is best for government jobs? | |
| Which is best for salary information and employee reviews? | |
| Which is best for employers? | |

Exploring Job Listings on indeed

Office Assistant
 Victory Health Inc · 3.8 ★
 103 North Meadows Drive, Wexford, PA 15090

Job details
 Pay: \$17.00 - \$19.00 per hour
 Job Type: Full-time
 Schedule: 8 hour shift

Responsibilities

- Organize office and assist associates in ways that optimize procedures.
- Lead scheduling admin for employer's.
- Create and update records ensuring accuracy and validity of information.
- Schedule and plan meetings and appointments.
- Monitor level of supplies and handle shortages.
- Train new employees.
- Perform exceptional duties when needed.

Skills

- Proven experience as a back-office assistant, office assistant, or in another relevant administrative role.
- Working knowledge of office equipment.
- Thorough understanding of office management procedures.
- Excellent organizational and time management skills.
- Analytical abilities and aptitude in problem-solving.
- Excellent written and verbal communication skills.
- Proficiency in MS Office.

Search Indeed.com for a job that interests you. Once you find one, take a screenshot or snip of the listing and drop it below.

Prepare a resume...

What is a **resume**? A resume is a summary of your academic and personal experiences, including before and after school activities, volunteer work, and/or jobs.

Click on [THIS LINK](#) to discover 10 things that one can do to prepare for a background check.

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| 10 | |

Your Resume Content

#1-Your contact information

#2-Professional Summary statement or objective. If

#3-Work experience

#4-Include your education (the year that you started high school to present)

#5 List skills that you have that would be beneficial in the workplace.

#6-Extracurricular activities and awards (list clubs & activities).

Prepare a resume...

Even Winters

Ralph Doblin

Abby Dooly

Whit Lane Older (age 30)

Prepare a cover letter...

A cover letter is a one-page document that provides additional information related to the job you're seeking. Click on [THIS LINK](#) to discover 6 steps in writing a cover letter.

- 1
- 2
- 3
- 4
- 5
- 6

The Body of the Cover Letter

In the first paragraph, mention the job title you're applying for and where you saw the position posting. Explain your interest in the role and company to show you've done your research. The first section of your cover letter is also the first impression the reader will have of you, so it's important to appeal to that person quickly.

Write a first paragraph for the position that you selected on page four of this file.

Submit applications...

Your selected background check provider will provide you with a link to submit your application. Pay close attention to the link and the recent updates.

Job Application

Employment Application

Personal Data: Name, Address, Phone, Email, Social Security Number, Date of Birth, Marital Status, Current Status, Driver's License, etc.

Work History: Company Name, Position Title, Start Date, End Date, Reason for Leaving, etc.

Education: School Name, Degree, Major, Start Date, End Date, etc.

Interview is a very important part of the hiring process.

You only get one chance to make a good impression! Click on [THIS LINK](#) to discover 20 job interview tips. Record each of the tips on the next page.

The Job Offer...

Getting a job offer is an exciting event! Someone chose YOU to work for them. But the offer needs to meet your career goals and your lifestyle.

Click on [THIS LINK](#) to explore 18 important considerations before accepting a job offer.

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- 20

Job Interview Questions

An job interview, you can expect to answer several questions, but it is also expected that you will be asking questions as it is important that the job is a good fit for you. Click on [THIS LINK](#) to discover some great questions that can be asked. List one sentence under each category that you may ask for the job listing on page 4 of this file.

Question NOT to ask in an interview...

Question to ask about the specific job...

Question to ask about company...

Question to ask about the company culture...

Thank you follow-up...

JOB OFFER CONSIDERATIONS

Click on [THIS LINK](#) to view some things to consider before accepting a job offer.

| | | |
|---|--|----|
| 1 | | 10 |
| 2 | | 11 |
| 3 | | 12 |
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| 9 | | 18 |

Background Checks...

Background checks are a standard part of the hiring process for many employers. Explore [THIS LINK](#) to discover 7 things that are often included in a background check.

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1-2 Weeks
Teaching Duration

JobQuest Simulation – Job #1

A REAL-WORLD Simulation that prepares students for the employment documentation needed to land a job.

JobQuest: The High School... Simulation
Prepare employment documentation to land the job that you want.

Overview of this simulation:

1. Skills and needs reflection
2. Search for a desired job listing
3. Prepare a resume
4. Prepare a cover letter
5. Submit an application
6. Prepare for an interview
7. Send a thank you email

Skills and Needs Reflection
Before searching for a job, it is important to reflect on your skills, gifts, talents, needs and desires from a job. We spend most of our waking hours at work. It's wise to choose a career or job after doing thorough reflection.
For your reflection, create a 4 column, 5 row table in Microsoft Word, Google Docs, or a spreadsheet program of your choice. Use the headings as shown below. List four components under each category that describes you or what you are looking for in a job.

| Skills | Interests | Work Environment | Working Conditions |
|--------|-----------|------------------|--------------------|
| | | | |
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Examples of what might go in each column:
Skills: Microsoft Suite, Google Suite, welding, communication skills, interpersonal skills, proficiency in any software program, proficient playing an instrument, coding.
Interests: Travel, nature, fashion, reading, creative writing, video games, automobiles, large equipment, animals, farming.
Work Environment: Hospital setting, doctors office setting, school, indoor and outdoor, restaurant, hotel, mostly working with children, physical labor.

The Job Search
There are several job sites that are a great way to find a job. Now that you have reflected on what you might want in a job, and what skills you could bring to the workplace, search for a job that interests you.
Listed in the frame below are 6 sites that are a great place to start.
****After finding one job in which to pursue, take a screenshot or snip of the listing and paste it in slide #3 of your JobQuest slide file. Link the post on the slide as well.**

Top Job Sites
Indeed
ZipRecruiter
LinkedIn
Glassdoor

The Resume
Your resume is a document created and used by you to display your background information, skills, and accomplishments. It is also important to include your objective in the current phase of your life. Are you looking for employment advancement OR employment to gain experience and polish employability skills? Your resume is a great chance to offer this information.
There are so many platforms in which to create a resume. Canva, Microsoft Word, and Google Docs are three of the most popular. One of these resume platforms and create a resume using an easy-to-navigate template.
When using Canva: There are over 14,000 templates on Canva in which to choose.
When using Microsoft Word: Click on 'Templates' before launching a new blank document. In the search bar of the template gallery, search 'resume'.
When using Google Docs: Click on the 'Gallery' instead of launching a blank document.
Create your resume. Read the description of the job in the job listing and carefully customize your resume to meet the qualifications of the particular job. Be sure to use a template that is professional.

The Cover Letter
A cover letter is a document sent to hiring managers that describes your qualifications, work history, skills, and education. It is sent together with a resume as a way to demonstrate your personality and explain the reason why you are the right candidate for the position.
Create a cover letter for the job that you selected in slide #3 of your JobQuest File. You may want to use a template from one of the same platforms as used for your resume. Below is a graphic (Source: Grammarly) that may be helpful. Below is also the return address and contact information to use for this letter.
Take a screenshot or snip of your cover letter and paste it in slide #5 of your JobQuest slide file. Link your cover letter in the file as well.

The Job Application
Complete [this job application](#) to the best of your ability. In order to fill it in, simply double click on each section and a Google Doc Drawing window will open and allow you to complete it. *If this packet was printed out for you and you can not access the job application as a link, your teacher was given a link to this application in a launch page. Simply ask that that link be shared with you.
After completion of this job application, take a screenshot or snip of each page and paste it in slide #6 of your JobQuest file. Also, link it in your file as well. Be sure to share the rights to this document so that 'anyone with a link can view'.

The Interview
Preparing for an interview is very important. There are countless sites and resources available online that offer interview questions for one to study and prepare for great interview responses. Search the internet for questions and select 3 questions in which to prepare a response.
Use one of the **Diagrams** (using Google Slides or PowerPoint) to insert into slide #7 of your JobQuest File. Diagrams are great tools for presenting information in a professional way. ALSO include a question that you ask the interviewer and the job that you selected. Add the screenshot of the interview and adding that question to the diagram on slide #7.
These graphics are provided below for your visual aid.

Question #1
-Tell me a little bit about yourself...
-I am an enthusiastic person who loves animals and farming.

Question #2
-What is your main goal in life?
-I would love to find a career that I love and that gives me a purpose in which I can be proud.

Question #3
-What is your greatest weakness?
-I tend to overthink things. Sometimes, I need to just chill and allow life to happen.

Completed using **PowerPoint**. Select the **Insert** tab, click on **SmartArt**, then **List**, and then **Vertical Block List**.


Follow-up Thank You
Sending a thank you email or letter after an interview is a great way to stand out and let the interviewer know that you are really interested and sincere in applying for this job. Using one of the platforms used in this project file, complete a follow-up thank you letter to your interviewer. If you sent this thank you letter via email, it should be in the screenshot as if you should always address the person with whom you interviewed.
Use the information for the person with whom you are sending the letter.
Berger
Pine Court
Huntington, PA 16790
End with your signature and contact information.
Take a screenshot or snip of your thank you letter. Paste it in slide #8 of your JobQuest file. Link the thank you letter on that page as well.
*It is appropriate for a thank you letter to be emailed to the interviewer and should be done right after the interview.

Completing your JobQuest File In a Professional Way
*Revisit your JobQuest file and complete the following tasks to make it look aesthetically pleasing and professional.
*Insert an **appropriate title** to each slide in your file. Be sure that the title is large enough to fill the title space.
*Be sure that each of the screenshots or snips are **tightly cropped** to showcase your submissions for each step of the career communication process.
*Add an **appropriate image** to each slide. Do this by searching the internet for professional images.
Note: You are permitted under the Fair Use Act to use any image online due to your status as a student and your intent to use this in the classroom only. If you were created a professional presentation for use in business, you would not be permitted to use just any image but only those that are for 'commercial and fair use'.
*Add any **embellishments, borders, or themes** that will add to the professionalism of this slide presentation. The space on each slide should be used wisely and fill the area with large and easy-to-read captions if needed.

Approx 1 Week
Teaching Duration

Respectfully Declining a Job Offer

Job Interview WebQuest Research & Presentation Prompt (A Spoken Communication Lesson)



Declining a Job Offer Respectfully

A job is sometimes not the right fit for you. It is important to decline the position with class and respect. Click on [THIS LINK](#) to discover ways to approach this sensitive situation. List the five ways, listed in the resource link, to politely decline a job offer.

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|---|
| 1 |
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| 3 |
| 4 |
| 5 |

Using the same situation as above, write a response enthusiastically accepting the job offer...

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Career Communication WebQuest



Search the web for at least 5 things that can be asked on a job interview.

| | |
|----------------------------|--|
| List your findings here... | |
| 1 | |
| 2 | |
| 3 | |
| 4 | |
| 5 | |

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List your findings here...

| |
|---|
| 1 |
| 2 |
| 3 |
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Search the web for 5 good questions to ask the interviewer about the job...

| | |
|----------------------------|--|
| List your findings here... | |
| 1 | |
| 2 | |
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Search the web for 5 of the top qualities that employers are looking for in new hires.



| | |
|----------------------------|--|
| List your findings here... | |
| 1 | |
| 2 | |
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Search the web for 5 new verbal communication techniques that will hurt you at a job interview.

| | |
|----------------------------|--|
| List your findings here... | |
| 1 | |
| 2 | |


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Search the web for at least 3 good examples (images) of what to wear to a job interview. (for your gender) Paste the images below...

Create a 6 slide presentation summarizing your findings in this file.

- Open up a new slide presentation
- Your title slide should read "Job Interview Basics"
- The other 5 slides are summaries of your findings
- Add an appropriate title to each slide

- Include a professional image for each slide (keep in mind that any image can be used for this project due to the fact that it is for educational purposes under the Fair Use Act)
- Follow the guidelines on the next page so that your slide presentation is professional and appropriate.



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Creating an Attractive and Effective Digital Presentation using PowerPoint or Google Slides.

It is really important that when creating digital presentations, one follows the following guidelines to create attractive and effective visual presentations:

- Use the same colors throughout the presentation. Be sure that the colors are not distracting and complement each other.
- Use no more than two different fonts throughout the presentation. Fonts should be easy-to-read and professional.
 - Don't use funky transitions that can be distracting.
- Be mindful when using animations so that they are not distracting to your audience.
- Don't put too many words on each slide. Try to limit your message on each slide to bullet points or no more than 2 sentences. (Instructional slides, such as the one you are reading now, often DO have a lot of words on them as they are not meant to be 'presented' but meant to be 'instructional'.)
- Add graphics, images, or clipart that compliment your topic. Try to choose images throughout your presentation that are in a similar style. Example, don't mix cute clipart with real photos.

*Of course, there can be exceptions to any of these guidelines if there is a particular effect that you are trying to create in a presentation.

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PREVIEW

PREVIEW

20 Minutes Teaching Duration

90 Minutes Teaching Duration

LinkedIn Benefits to Business



LinkedIn

LinkedIn is a social media website used by businesses to connect with potential employees, customers and potential business partners. [CLICK HERE](#) to discover the benefits of using LinkedIn and its features below.

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|---|
| 1 |
| 2 |
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| 5 |
| 6 |
| 7 |

From a job seeker's perspective, how can you utilize LinkedIn?

**20 Minutes
Teaching Duration**

LinkedIn Benefits to Business Create a LinkedIn Profile

LinkedIn

Your LinkedIn Profile is a professional landing page for you to manage your own personal brand. It's a great way for you to tell people who you are and what you do by displaying a general history of your professional experience and achievements.

LinkedIn

Now....Create a LinkedIn Profile for yourself.

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LinkedIn

Name

Interests

Experience

Home My Network Post Notifications Jobs

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**30-40 Minutes Total
Teaching Duration**

Business Communications Semester Course Bundle

MIDDLE SCHOOL OR HIGH SCHOOL

**A FULL Semester
Bundle aligned with
the National Business
Education
Association's (NBEA)
Standards**

**Includes a
Lesson Library
to make the activities
Easy-to-Find**



NO PREP!

BUSINESS EDUCATION WITH *Denise Leigh*

**This UNIT is
included in my
Business
Communications
Semester Course
Bundle**

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

