BUSINESS LOOK
For Youth

management
guide
book

COOPERATIVE
EXTENSION
SERVICE
MICHIGAN
STATE
UNIVERSITY
BACKGROUND

The youth who will be visiting your plant, business firm, or public institution, will usually be high school people. They have been (or will be) participating in similar visits to other firms in the area to learn about career opportunities. The things observed in their visit will be discussed later at formal meetings held by the group. Parents may be participating in this tour because of their interest and influence in youths' decisions.
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PURPOSE OF THIS BOOKLET

This material has been prepared to assist the host who will conduct youth tours through a plant, business firm, or public institution.

The purpose of the group's visit is educational—to learn about career opportunities, and to develop better understanding of business.

The young people are interested in the people employed by your firm—what they do, why they do it, their qualifications, and the satisfaction which they enjoy.

The group is interested in learning about the product that is being processed, manufactured, or the particular service rendered.
OBJECTIVES OF AN EDUCATIONAL TOUR

To help young people:

- Gain a greater understanding of business in our American society.

- Explore the employment opportunities available in a business, industry, or public institution such as the one you represent.

- Appreciate the needs and benefits of training and education for youth who anticipate employment in your type of business, industry, or public institution.

- Understand how employment advancements are made and the financial rewards or other satisfactions which can be expected.

SUGGESTIONS FOR A SUCCESSFUL EDUCATIONAL TOUR

Arrange for the group members to be met when they arrive. Conduct the group to a conference room or office for the initial discussion.

Hand out company literature (at the initial discussion or final question and answer period).

There are two major phases for a successful tour through a plant, business firm, or public institution.

A. Meeting in conference room where the following steps will be discussed.

1. Explain the product or service
2. Explain employment opportunities
3. Outline tour

B. Tour

Follow the stages in the business operation and point out the various jobs

Return to conference room for questions and answers
1. Explain Your Product or Services

Discuss what you produce or the service you render.

Explain the product or service in its development (chart, blackboard, movie, slide set).

Give a brief history of your company or service—discovery, development, successes, failures, aspirations.

Discuss marketing and type of sales.

Relate the effect of your company or service on the community (payroll, standard of living, taxes).
2. Explain Employment Opportunities

State the job opportunities within your plant, business, or service.

What do you look for in potential employees (attitudes, abilities, educational requirements, etc.)

How to apply for a job.

Explain fringe benefits (pension plan, stock participation plan, insurance, etc.)

Give a brief explanation of wage structure.

Explain promotion policies, training programs, and opportunities for advancement.

3. Outline The Tour

Point out various operations the group will see during tour of your company (use outline or map).
4. Tour the Plant (Business or Public Institution)

Divide visitors into small groups
Have a guide for each group.

Follow the various stages in production and sales of your product or service in a logical order.

Point out various jobs and explain the education, training, advancement, salary for each.

Where practicable, make out a time schedule and allot proper time for each station.

5. Review the Day

Return to the conference room for questions and answers (desirable option).
HELPFUL SUGGESTIONS

Provide name tags for hosts and guides

Enthusiastic guides make a tour interesting and effective

Guides must be informed, interested and audible
show *Why* as well as *How* you do things
indicate the cost of major machines
ask employees to explain their jobs
use megaphones or public address systems if necessary

Provide opportunity for a visit to restroom facilities

*A successful tour is good public relations and a significant educational experience for your visitors*
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