

Tour Guide Tips: Manufacturing Day

1. Have your notes or talking points printed and prepared
2. Be engaging – this includes positive body language, eye contact and smiles
3. Speak clearly and articulate.
4. Welcome them authentically and happily.
5. Introduce any special guests joining the tour.
6. Start strong – even if you don't have everything written out in a script, you can tell (age-appropriate) stories about the company or how it got started.
7. Know figures and data. Tour groups are savvy customers of information and they enjoy that you know what you are talking about.
8. Avoid gender bias
 - a. Don't use personal pronouns unless 100% certain – instead use words like they, them, their, folks, group, people, all of you, etc.
 - b. Avoid saying things like “okay, guys, we will head this way” (not everyone on your tour may be men)
 - c. Avoid gender bias when using examples or calling on students with questions
 - i. Just because your facility may not have any female welders doesn't mean you can't give some examples or encouragement on why that would be helpful to your overall innovative approaches
9. Avoid words that are extreme
 - i. You have to *love* math (or science) to do this job
 - ii. We *always/never*
10. Let them be active participants. Leave time for questions, let them know they can ask questions throughout, if applicable.
11. Always keep an eye on safety. If people aren't following guidelines, calmly and clearly state safety protocols as a requirement for everyone's safety.
12. Have fun with the group. If you are enjoying yourself, then they likely will, too.