

Tour Script Tips: Manufacturing Day

1. Assume your guests no nothing about manufacturing.
2. Prepare your script to be authentically welcoming and enthusiastic
 - a. about your company
 - b. and the many careers in manufacturing
 - c. and free of gender bias
3. Start with something interesting and engaging -- No one wants a full history lesson
 - a. Is there a funny reason that the company got off the ground?
 - b. Was there an obstacle that might have killed the company but innovation saved it?
 - c. Is there a fun fact about how you came to work there?
 - d. Consider how you can get them engaged, smiling and wanting to listen for more
4. Edit to eliminate jargon and technical words that others might not understand.
 - a. If using a word or term, explain it simply and clearly.
5. Express the benefits of working in a facility that manufactures goods or services
 - a. What makes people enjoy working there
 - i. Think beyond salary
 - ii. Does the career afford for people to get to do other things they love
 1. Ex: Jack is a welder here, and in his free time, he loves to mountain climb. Jenny is our safety engineer (explain what she does), but her biggest passion is running marathons.
 - iii. Are there fun groups at work that get together
 - iv. Cool jobs that look fascinating to include in the tour
 - v. Relaxed dress code or flexibility in the job (for instance, one day the engineer is in meetings about production and another they are outside testing)
 - b. Explain the big variety of careers it takes to make the whole place function (marketing, graphic design, engineering, welding, accounting, human resources, mechanics, management, etc.)
6. Student visitors?
 - a. Consider reading Change the Equation to utilize language that inspires youth into STEM (see templates and resources)
 - b. What type of training, education or coursework is required for some of the jobs – make sure to include this as talking points
 - c. Avoid gender bias when using examples
 - 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
 - d. Add in time to Show and Tell different pieces around the facility as part of the tour. It cannot be all point and talk. Let youth touch something to break up the speaking, as well as allow for tactile learning.
 - e. Is the company looking at new technologies? Add this in, as a cool "selling" point
 - f. Avoid words that are extreme
 - i. You have to *love* math to do this job
 - ii. We *always/never*
 - g. Let them be active participants. Leave time for questions, let them know they can ask questions throughout, if applicable.