



# Consumer Packaged Goods

Welcome and thank you for taking the time to contribute to the education of students in your community! Sharing your knowledge and passion for your work can be extremely valuable for students and educators.

By doing so, you can inspire students to dream, set goals, focus more on their school work, and engage in and explore new subjects. You will also guide students as they begin to think about the many options they have for pursuing a career that they will enjoy, that will challenge them, and that will help support their families, communities, and the world.

## EMPLOYEE INTRODUCTORY NOTES

This *Employee-Led Activity: Share My Career Session*, along with the Employee Guide, are designed to help you have a positive and meaningful experience sharing your career expertise with a group of students in your community. This session could take place at a school during a regular class period, an after-school club, an evening community night, or a career fair event.

Holding a preplanning conversation with the classroom teacher or adult facilitating the group of students is critical to ensure your session is valuable for the students. Be sure to reference the Employee Guide for helpful information to plan your school visit. The end of this document also includes sample questions students may ask of you during your visit.

This *Employee-Led Activity: Share My Career Session* could run as short as 20–30 minutes in length or extend to 45–50 minutes depending on the time frame available to you and your preplanning with the teacher or adult facilitator.

The information below is designed to help guide your discussion with the students. There are two options presented, so you can choose what fits best for you, the students, the setting, and time frame. You do not have to cover every topic noted below but can choose which items make the most sense given your preplanning conversations with the classroom teacher, the age/grade level of the students, and the amount of time you have for the session.

Students will value an authentic and clearly-worded presentation that engages them and inspires them to ask questions. Think of this document as a guide to help you think about your presentation, but be sure to value the preplanning session and be open to adding other elements to your session as well. Your company may also have brochures, a job-search website, summer internships, and/or other experiences/events that students would find both informative and interesting.

## OPTION #1

### Welcome and Introductions

#### 5–10 Minutes

- Introduce yourself and extend a warm welcome and hearty thanks to the students and teacher for inviting you into their classroom and school.
- Tell students they can raise their hand at any time to ask questions.
- Explain to the students what you do and who you work for (company and division in the company). Dress the part if you can. Wear your work clothes so students see how you look on an average day.
- At this stage of your introduction, consider asking: “What do you think I do in my job?” This question may spark comments from students that could reinforce correct information and/or give you a chance to correct misconceptions that students may have.
- Remember to keep the age level of the students in mind and consider if you’ll need to define any technical vocabulary to help them better understand your job. Be prepared to define words in simple, relevant, and relatable language.

### Career and Job Exploration

#### 5–10 Minutes

Use this section of your presentation to dive more deeply into your career and specific job. Be prepared to explain any of the following items:

- What your company does.
- Why your company’s work is important and relevant.
- How your company contributes to the field of consumer goods.
- What specifically you do in your job and how it contributes to your company’s mission.
- What you like best about doing your job. (Describe a typical day, including what your responsibilities are and who you work with.)
- What education and/or skills that may be required for people in your job.
- What skills you apply on the job every day—writing, communication, reading, etc. What STEM skills—math, science, engineering, technology—you use in your job.
- Explain how your career may relate to your hobbies or interests.
- Share how you collaborate and communicate with other employees.
- Share how you use elements of art, design, creative thinking, and/or problem-solving skills in your work.

## Engaging Students' Content Knowledge about Your Job

### 5–10 Minutes

See what students already know or think they know about your industry, career, or specific job. This section should be guided by your expertise and the important knowledge about your career and industry that you can share with students.

Share with students some basic information about the consumer goods industry, such as:

- P & G is the largest consumer goods company in the world.
- Consumer packaged goods or CPGs are items that customers use and replace frequently.
- CPGs are different from *durable goods* (such as cars, appliances, etc.), which are more expensive and designed to last for several years.
- Examples of CPGs include food, beverages, toiletries, clothes, makeup, over-the-counter medicine, cleaning products, etc.
- CPGs are usually packaged in easily-recognizable packaging that consumer know and identify.
- Demand for durable goods can vary depending on the economy. However, demand for CPGs remains relatively constant.
- People can easily and quickly switch brand preferences among the CPGs that they buy.
- CPGs were traditionally sold in physical stores, but are now increasingly being sold online with delivery services.

Ask students to answer the following questions. You can do this as a whole group, or students can work in pairs/ small groups and confer with one another before sharing their answers.

- How do consumer packaged goods affect your daily lives?
- What consumer packaged goods do you use? What consumer packaged goods does your family use?
- What are some consumer packaged goods brands that you know and recognize? Do you have loyalty to any brands? Why or why not?
- There are many different careers available within the consumer packaged goods industry. Engineering, manufacturing, health and safety, food technology, sales, marketing, finance, and distribution are just some of the areas of work in this industry...and there are many different jobs within each of these fields! What career(s) in the consumer packaged goods industry may interest you?
- If you were to invent a new consumer packaged good, what would it be? Who would purchase this product?
- How may consumer packaged goods companies be able to help communities around the world?
- How could the consumer goods industry work to protect the environment? (Answers include developing ways to minimize their carbon footprint, such as reducing energy and water consumption, reducing greenhouse gas emission, as well as moving toward recyclable packaging and sustainable delivery.)
- Do you know anyone who works in the consumer goods field? (This is an opportunity to engage students and make connections to their experiences to your job or industry.)

## Closure and Summary Notes

### 5 Minutes

When you come to the end of your session with the students, thank the students and teacher again for their time and participation. Please be sure to share resources from your company and from the STEM Careers Coalition website ([stemcareerscoalition.org](http://stemcareerscoalition.org)) that students or teachers can explore for more information.

Be prepared to share 2–3 succinct closing points that help pull together the experience for the students.

These 2–3 points could be:

- Words of encouragement to get students excited about the consumer goods industry or your career.
- Specific advice to stay engaged in school and/or to seek learning opportunities about diverse topics in order to discover what they may want to consider as a career path.
- Additional resources that students could access from your company, if available, such as a website, internships, or extension experiences to learn more about the consumer goods industry.

## OPTION #2

This option is designed if you know you only have 20–25 minutes to speak with students and/or if you are possibly speaking to many groups of students throughout a school day or during an after-school career fair or community night event.

Of course, you can also draw upon these ideas if you are conducting a longer session in a classroom with one group of students.

## Introduction

### 5 Minutes

Allow time for the students to get to know who you were when you were their age. Where did you grow up? What did you enjoy doing in middle school or high school? What were your favorite subjects in school?

## Career Path

### 5 Minutes

How did you transition from the middle or high school student you just described to the person you are now? What college/community college/apprenticeship/internship experiences did you learn from? When did you decide what you wanted to be when you grew up? What jobs did you have before the one you have now? Why did you decide on your career?

## Career Role

### 5 Minutes

What is your current job title? What does this mean? What are your day-to-day responsibilities? What problems does your job help solve? What excites you most about working in the consumer goods industry? What did you learn in school that helped you in this career? Is there a subject area you wish you had learned more about in school?

## ● Future

### 5 Minutes

What do you aspire to do next? What problems do you still want to solve? What innovations could the next generation of employees in the consumer goods field tackle? What does the future look like for your career? If someone wanted to pursue a career similar to yours in the consumer goods industry, what advice would you give?

## ● Question and Answer

### 5 Minutes

Be sure to thank the students and teacher or adult facilitator at the end of your session. You may also share resources from your company or from the STEM Careers Coalition website ([stemcareerscoalition.org](http://stemcareerscoalition.org)) that students or teachers can explore for more information.

## Samples of frequently asked questions by students

Here are some sample questions that students may ask. It may be helpful to think about how you would answer these questions prior to your presentation.

- How long have you worked at your job?
- What projects are you working on now?
- What does your office or job site look like?
- What type of special training, if any, have you had?
- How many hours do you work each day?
- Do you ever have to travel for work?
- Do you use the products that you work on?
- What is your favorite consumer packaged good?
- Do you have any ideas for new consumer packaged goods?
- How much money do you make? (You may not want to state your actual salary, but can provide a salary range for jobs like yours.)
- What is the most important part of your industry?
- What do you find hardest or most challenging about your job?
- What do you really like about your job? (Have an answer prepared in advance for this question that is age-appropriate for the students with whom you are working. Older students may be interested in hearing more about research, technology advancement, innovation, and/or the creative elements of your work. Younger students may be excited to hear about products you have been involved with, any “secrets” you may know about new products, or even your favorite place that you’ve had to travel to for your job!)