

Four Tips to Elevate Any Engagement Activity

TIP 1: ESTABLISH A CLEAR PURPOSE & CALL TO ACTION

Starting with your “why” is essential to drive purpose and clarity. Identify the specific call to action for all involved:

- Why is this activity happening?
- What’s the exact call to action for the employer partner?
- How does it connect to teacher and student needs (e.g., curriculum, standards)?
- What’s the benefit for the employer partner (e.g., brand visibility)?

TIP 2: CO-CREATE OBJECTIVES & AGENDA

Once the purpose and call to action are clear, co-design the experience with a shared focus on objectives. Begin with the end in mind: what are the activity's goals, and how can the agenda meet them? This approach is similar to setting objectives in a lesson plan to ensure alignment and impact.

TIP 3: PREPARE ALL PARTICIPANTS (Internal and External)

Preparation is key to a successful experience. Share the agenda and set clear expectations for everyone involved:

- Clarify roles for each participant (business partner, student, teacher).
- Help teachers prepare students for meaningful engagement—this could include researching the company or drafting questions for a guest speaker.
- For employer participants, consider a brief virtual meeting to outline objectives, review the agenda, and answer questions. When everyone understands their role and purpose, the activity's outcomes are maximized.

TIP 4: EXPRESS APPRECIATION, DEBRIEF, & PLAN NEXT STEPS

Within 24-48 hours after the activity, send a thank-you note to the employer partner. Recognize their contribution and schedule a quick debrief to review key points:

1. Did we meet our objectives?
2. Was the activity aligned with the original purpose?
3. What could be improved?
4. What are the potential next steps?
5. This follow-up reinforces the partnership and provides insights for future collaboration.

Reflection Prompts:

- What steps do you take when setting up an engagement activity with external partner(s)?
- How could you enhance this process to build a stronger, more effective partnership?
