



## Inspire Sheboygan County

The INSPIRE Sheboygan County Company Tour booklet provides local employers with the tools to host a successful company tour for students. If you are not sure what to do or where to start, this is your guide!

INSPIRE Sheboygan County is a non-profit organization that serves students in grades 6-12. Our mission is to connect students to meaningful career experiences in the Sheboygan County area.

This packet includes guidelines and suggests for a successful company tour. This packet includes:

- **Checklist**
- **Sample Agenda**
- **Tips for hosting a successful tour**

### **Make the tour a Work-based learning option on INSPIRE:**

As a member of INSPIRE Sheboygan County make the company tour available for students and teachers to select on the INSPIRE website. Your main contact for INSPIRE is the person that controls this option on the website.

You can customize student age range, group size, and/or time frames that work best for your company's needs.

If you have questions on making this available, call Nikki Kiss at 920.457.9491 or email at [nkiss@inspiresheboygancounty.org](mailto:nkiss@inspiresheboygancounty.org)

## Why Company Tours?

### **What is the importance of providing company tours?**

A tour helps a student accomplish the following:

- \* Gain exposure to the different types of careers at a location.
- \* Observe daily routines of adult workers.
- \* Gain awareness of academic, technical, and soft skills required for careers.
- \* Gain an understanding of how what they learn in school applies to work.

A tour helps a company accomplish and promote the following:

- \* Observe a companies culture (ex: employees demeanor while working, team work needed etc.)
- \* Provide a positive experience for your customers who will share that with friends/family.
- \* Gain awareness of what your company does. Often times people know the name of a company, but not the breadth of what happens on the inside.
- \* Continue to bud that future workforce of employees

# Checklist

## SETTING UP THE PLANT TOUR

- Decide who will coordinate the tour
- Coordinate length of event
- Communicate tour dates to employees and other staff
- Provide directions to the building/plant
- Communicate proper attire (close toe shoes, long pants, etc)

## ORGANIZING THE PLANT TOUR

- Reserve room(s) for beginning and end of tour
- Create name badges for guest and staff (if needed)
- Determine company safety protocol (safety glasses/ear plugs, etc)
- Brief tour guide(s) Craft tour script
- Designate someone to take pictures during tour
- Prepare a map of the tour route

## PREPARING DISPLAYS/LITERATURE

- Determine product display, if applicable
- Gather company literature and background materials
- Determine which machines will be in operation, if applicable

## FOLLOWING UP AFTER THE TOUR

- Send thank-you note to guest(s)
- Thank your own staff
- Send photos to social media, INSPIRE and/or Press



# Agenda

## Major Components to a tour:

1. Group arrives at location and begin in a gather space
2. Provide an overview of your company. Time Suggested 20 minutes
  - View a company video, including history during this time.
3. Break into specific tour groups. Group size should vary depending on the noise of the tour. Recommendation for size include 5-10 students in each group
4. Begin tour. Time suggested 30 minutes to 2 hours, depending on size of company.
5. End tour in the same gather space and allow for questions. Sharing company give-aways at this time is a bonus departure gift. Time suggested 15-20 minutes

## Sample Agenda

- 9:00 AM- Arrive at location
- 9:00- 9:20- Company Overview
- 9:20-9:30- Break out into tour groups
- 9:30-11:30- Tour (Each group has 30 minutes to get through each stop)
- 11:30-12:00 PM- Closing and Questions

## Things to consider when hosting a tour

1. What are areas of interest? Ex: Math teacher bringing a tour. You can make sure areas of the tour incorporate math, etc.
2. Do you have a “wow” factor to share? How do you incorporate that into the tour?
3. Background noise can make it difficult for students to hear, headsets are helpful.
4. Showcase the careers that you are hiring or in need of. This helps students to “see” what they can do at your organization.

# Do's and Don'ts!



## Most Importantly-The Do's!

Tip #1: Do your research. If you're not already an expert on the topics you'll be covering, get comfortable with it in advance.

Tip #2: Know your audience. How much do they already know about the subject matter? If you don't know, do a quick poll before getting started. What would be a good level for this particular audience? Are they primarily in one age group? Are they trying to enhance subject content from school? Are they gaining exposure to careers?

Tip #3: Rehearse what you're going to say. Write notes on a tour map to help you remember what to point out. You should be prepared with at least two supporting stories. A tour is not just about the facts communicated, it's about the person delivering the facts, too!

Tip #4: Introduce yourself. You can include a personal story of how you became interested in your career. If you're touring your workplace, give some personal examples of what it's like to work there.

Tip #5: Make sure everyone can hear you. Wait to start talking until the full group has caught up with you.

Tip #6: Have FUN showing off your place of employment!

Tip #7: Use questions to keep the group engaged. Instead of jumping right into a topic, poll your audience to see what they already know about it.

Tip #8: Give your guests a chance to ask questions at the end of the tour. Repeat questions after they're asked to be sure everyone hears them.

Tip #9: Don't use company lingo. Remember your guest don't know those terms. Students are not aware of the technical terms, so make sure you speak so that your group can understand.

Tip #10: Middle and high school students love to learn by hands-on activities. Think about ways that you can make this tour interactive for your participants.

Tip #11: Showcase the success stories of people at your organization and explain the training needed for positions.

What inspires you?

[www.inspiresheboygancounty.org](http://www.inspiresheboygancounty.org)

# Do's and Don'ts!



## The Don'ts

Tip #1: Don't make culturally insensitive comments.

Tip #2: Don't walk or talk too fast. Make sure your group is keeping up with your walking pace as well as your speaking pace. Avoid talking while you're walking so you don't sound winded.

Tip #3: Don't go over your time allotment. If the tour scheduled to run for 90 minutes, make sure you're done in that time frame.

Tip #4: Steer clear of politics. It may be tempting to make a political statement when it seems relevant, but you can offend your audience and get yourself into trouble by doing so.

Tip #5: Don't "wing it". Be prepared with a plan for the tour and follow that plan.

What inspires you?  
[www.inspiresheboygancounty.org](http://www.inspiresheboygancounty.org)

“Don’t ask what the world needs. Ask what makes you come alive, and go do it. Because what the world needs is people who have come alive!”

-Howard Thurmanf

