

2020 Pre-Call Planning Worksheet --- Keys for Success During a Shadowing Experience Stacey Agnew, Executive Director, Nebraska FFA Foundation

Take responsibility of your own experience.

Company Research/Pre-Visit Planning

- Review the current agriculture news of the day
- Learn background of company and (and person) if possible
- Know the information NPPA wants you to convey
- Know the information you would like to learn during the shadowing experience

Setting up the Visit with a Purpose-Benefit-Check Communication

- Practice opening and potential questions
- If you are communicating directly with an individual, send them an e-mail reminder 3-5 days before confirming and telling them the expectation of the shadowing experience
- Write out open ended questions during pre-visit planning

During the Shadowing Experience

- Arrive early and ready to go
- Come prepared with appropriate dress for the shadowing visit
- Confirm length of meeting when you arrive, reconfirming the schedule
- Listen and adapt to the conversation and the experiences they present to you
- Probe a little deeper to understand why you are doing or observing certain jobs
- Ask good questions
- Be prepared with personal, relevant stories
- Think about your economy of language, watch your umms, you-know's, kinda, like.

REVIEW THESE ITEMS IN DETAIL AND HAVE THEM TAKE NOTES AND ROLE PLAY TO ENGAGE

When you are setting up the shadowing experience and when you meet them for the first time at the visit:

PURPOSE – BENEFIT – CHECK EXAMPLE:

Thank you for meeting with me on Tuesday, May 1st. I would like to learn more about (Company) in order to gain a greater awareness of job opportunities' in the pork industry and participate in XYZ tasks, activities, etc. (PURPOSE). I know your company does XYZ to support the pork industry and helping connect students like me with XYZ Company can help introduce us to careers in the pork industry (BENEFIT). Does this day and time still work for you? (CHECK)

Opening question is a "SMART" lead-in question:

- What is important to you about...
- How do you select...
- Where do you see your company...
- What has been your experience with...
- What plans have you made to...

Bridging – Let it happen naturally during your experience:

Easy bridging topics sponsors will talk about (listen for these topics)

- Growth/Ag Economy
- Employee Development

- Leadership skills
- Agriculture Issues
- Shortage of qualified employees
- Company goals

High Gain questions:

- When you look at (evaluate or analyze a number) what challenges or opportunities does that bring?
- Will the impact of (whatever) have a (positive or negative) effect on your company? (speculate)
- What happened then? Please tell me more? What were the results?
- What examples can you share? Explain how X is used?
- What are alternatives to X?
- How important is that to you?

Closing: Thank them, recap importance of the visit, reinforce the NPPA connection to business and give them your business card