

ENGINEERING AMBASSADOR TALKING-POINTS HANDOUT

**PULL DON'T PUSH
WHY STEM MESSAGING TO
GIRLS ISN'T WORKING & WHAT
TO DO INSTEAD**

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ENGINEERING AMBASSADOR

Talking-Points Handout



Event Purpose

- To get the girls excited about pursuing careers in engineering
- To help the girls understand what life as an engineer is like
- To give the girls the information they need to determine if engineering would be a good fit for them (and which type!)

Recommendations for What Resonates Most

- Focus on the positives, talk about the highlights of your job.
- Tell stories and give specific examples whenever possible.
- Explain what your day-to-day looks like and how it varies.
- Talk about what you were like when you were their age.
- Discuss the soft skills needed to succeed as an engineer.
- Share with them what it feels like when you succeed at work.
- Tell them how your career fits in well with and enables your lifestyle, hobbies, and family activities.
- Don't be shy to talk about the perks of your career including salary, travel, vacation time, stability, and respect from others.
- Explain what your path to becoming an engineer was like and how much education was or was not required.

Themes to Focus On

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|------------------|---------------|---------------------|
| • Creativity | • Money | • Fast Track to Job |
| • Collaboration | • Stability | • Work-Life Balance |
| • Helping People | • Fulfillment | |

Basic Questions to Answer

- What do you work on?
- How is your work environment?
- What do you like most about your job?
- How did you pick your college major?
- How did you pick your career path?
- Why are you glad you chose engineering?
- What advice would you give to your younger self?

