

UCF College of Business Administration

# A Guide To Your Appearance At...

*The*

**EXCHANGE**

PRESENTED BY  **FAIRWINDS**  
CREDIT UNION

## Welcome to The EXCHANGE Presented by FAIRWINDS Credit Union

We are so pleased you are visiting the UCF College of Business Administration. You have generously given us your time and we want to ensure you have the best possible experience while speaking with our students. To that end, we have developed this brief guide that sets out what you can expect before, during and after your visit to **The EXCHANGE**, presented by *FAIRWINDS Credit Union*.

### Purpose and Setting

**The EXCHANGE** is about interactive storytelling. We want you to tell your compelling story in an authentic and engaging manner that expands students' horizons, changes their perspective, helps them make good choices about their lives and careers and gives them insight how to succeed. To make it interactive, please keep your presentation 30 to 45 minutes to allow time for questions and discussion from the students and moderator.

**The EXCHANGE** looks like this:



The facility has seating for 120 students, set in semicircles, in front of a stage that has chairs for you and a moderator. The moderator will be someone from the College who will introduce you and kick-off the "Question & Answer" period at the end of your story/presentation. The EXCHANGE is equipped with all the latest technology and available for your presentation.

## Typical EXCHANGES

*To help you think through how you might spend your time with our students, we have developed a set of themes for exchanges with our students.* The themes represent different kinds of stories. This is not meant to be an exhaustive list. If you have a different type of story you'd like to tell, by all means do so.

If you're unsure, give Jennifer Johnson a call at (407) 484-1717 and bounce the idea off of her.

1. **Employer EXCHANGE:** Here's what's going on in my industry and how you can be a part of it.
2. **Alumni EXCHANGE:** Here's my career story and what you can learn from it.
3. **Faculty Member EXCHANGE:** Here's my research project and why you should care about it.
4. **Coach EXCHANGE:** Here are smart choices you can make now to position you for success later.
5. **Expert EXCHANGE:** Here are new skills and experiences that are in high demand and how you can acquire them.
6. **Advisor EXCHANGE:** Here are obstacles and pitfalls college students face and what you can do to overcome them.
7. **Visionary EXCHANGE:** Here's an emerging trend or issue that is going to impact your life and how you get out in front of it.

We took these themes to our students and asked them what questions they would have for someone who was giving each of these types of talks. We then grouped all of those questions into categories and created a one-page template for each theme. These templates can be found at the end of this document. The templates are meant to help you think about how best to tell that type of story to our students. Their questions should give you an idea of what's on their minds and what we hope to accomplish in your session. We are not asking you to, and would in fact discourage you, from dutifully answering these questions one at a time in your remarks-- ***that would be boring.*** Rather, we want you to think of the questions as a menu of items, some of which you may want to touch on in your story. ***Ultimately, we want you to be provocative and memorable; that's the most important thing.***

## Promoting Your EXCHANGE

The culture at the UCF College of Business Administration demands engagement. It is not optional. All of our students are expected to engage with each other and with thought-leaders from a wide variety of settings, industries and backgrounds. We believe this is how people learn. The EXCHANGE is at the center of our promise to engage every one of our more than 8,000 students in the College, multiple times each semester.

To do this, we have developed a registration system for students to reserve their seat in The EXCHANGE. Each Friday, we send out a list of speakers and topics for the upcoming week. Students choose which of the talks they would like to attend. All we need from you is a title for your exchange by the Wednesday the week prior to your visit. This will give us enough time to send the important information out to our students, faculty and staff.

## Parking

We have reserved ONE **Gold Parking Space (either spot #63 or #135)** for you for the day of the event. Please follow the signs once you are on campus to the College of Business/Parking Garage C area. Turn left at the light on Gemini Loop in front of Parking Garage C and then proceed towards the Heath and Public Affairs buildings (not the parking garage) towards the right to flat lot.

The reserved gold parking spaces are located in the **flat parking lot (D1), parking space #63 or #135**. We will let you know in advance which spot to park in. The spots are in the second row, (fourth row of cars) near the entrance to the College of Health & Public Affairs II building. We will meet you at the spot once you have arrived to deliver the gold hang tag. If you have any questions or need any additional information please don't hesitate to call me, Jennifer Johnson, when you arrive at (407) 484-1717.

## **After Visiting Us**

We hope you will become an ambassador for The EXCHANGE. We welcome your suggestions for future speakers and hope you will return to visit us again soon.

We also hope you get a chance to interact with our College of Business Ambassadors and will consider speaking on a leadership topic with this group.

If you have any follow up questions or requests from your visit, please contact me at:

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**Most of all, thank you for helping our students prepare for their futures and “Get to the One.”**

## **Employer EXCHANGE**

***Here is what's going on in my industry, what I do in my job, and how you can become a part of this industry.***

***About My Industry:*** Start out by giving the students a sense of the size and scope of your industry, the nature of the customer base and the key forces shaping its' future. Questions on the students' minds include:

- How different is this industry today than it was when you first started?
- Where do you see the industry heading and what are the major drivers of that change?
- What are the latest innovations in this industry?
- What is the most exciting thing happening in your industry right now?
- How are the trends in your industry impacting people's careers?

***About My Company:*** Give them a sense of how your company competes in this industry: This includes its core strategy and how this strategy impacts the type of people you recruit. Questions on the students' minds include:

- How does your company compete in this industry?
- How would you describe your company/industry culture?
- How does your company respond to new ideas from the younger generation?
- Could you describe your organization's management style and give some examples of an employee who fits well with it.

***About My Work:*** Tell them about your role in the company. What do you do? (Don't assume they know; also recognize titles can be very deceiving). How did you get to this point and where might you go next? Questions on the students' mind include:

- What is it like to work in your industry...what is your typical day like?
- How has being in this industry furthered your career?
- What do you most enjoy about your work?
- What is the most challenging part of your job?

***About Your Future:*** Close by telling them how they can become a part of your industry and what their first few years on the job is like. Questions on the students' minds include:

- Are there any internships/job openings currently available to college students?
- What advice would you give graduates or current students in deciding what industry to work in?
- What are the traits of individuals who are most successful in your industry?
- What's the best way to break into your industry?
- How much job security is there in your industry?

## Alumni EXCHANGE

*Here is my career story and what you can learn from it.*

**About My Time at UCF:** Provide students with a snapshot of your college experience and what you did to help set the stage for where you are today. Questions on the students' minds include:

- What should students be doing outside of UCF to grow professionally?
- Would you change anything about your college experience? What/why?
- What do you believe is the most important step you took to be where you are today?
- What extracurricular activities do you recommend to students?
- How do we competitively describe our extracurricular involvement in college?

**About my Journey to Today:** Tell the students about the key events that got you to where you are today. Was it a winding road or a straight path? Did you see opportunity ahead of time or did it find you? Questions on the students' minds include:

- What did you do to differentiate yourself before and after entering your job?
- What was your biggest failure and how did you learn from it?
- Do you have a mentor? If so, how did you meet them and nurture that relationship?
- What did you do to progress within your career?
- Where did you struggle?

**About my Work:** Tell them about your role in the company. What do you do? (Don't assume they know; also recognize titles are not good descriptors). How did you get to this point and where might you go next? Questions on the students' mind include:

- What was the moment you realized this is what you wanted to do?
- Tell me what it is like to work in your industry...what is your typical day like?
- What is something the industry you work for expected out of you that you weren't prepared for?

**About Your Future:** If you were to give advice to the students based on your experience, what would be the three key takeaways for them? Questions on the students' minds include:

- What would you do differently if you had a chance to do it over again?
- What do you think the biggest challenge for graduates today will be?
- What is a key skill that students should embody to stay competitive in this job market?
- What trends do you see in the field that we should understand before we graduate?
- What advice would you give young graduates or current students deciding what industry to work in?

## **Faculty EXCHANGE**

***Here is my latest research project and why you should care about it.***

***Why did you get interested in this topic?*** Don't tell them it is an extension of a literature review, give them the backstory on the project... the stuff that doesn't get into the journal paper. Give them a sense of how you decide whether a topic is important enough to devote your time and reputation to it. Questions on the students' minds include:

- How does your research relate to what is currently happening in this industry?
- How did you decide to pursue this type of research?
- What surprised you the most about this topic?
- What do you do when you come across a roadblock in your research?

***Why is this research relevant to me?*** If you were to give students advice based on this research, what would be the three key takeaways? It does not have to be things they can use now, but takeaways they might use as practicing business professionals. Questions on the students' minds include:

- How does your research apply to what we learn in class?
- How does this research pertain to me as a student?
- What companies use your research?

***What's next for you?*** How has this research changed how you view the world and what is the next project that will come out of this work? Questions on the students' minds include:

- Now that you "know" this, how will it impact where your research goes?
- What is the ultimate goal of your research program? What would you like to be known for?
- How does your research impact your teaching?

***What kinds of students should consider a career like yours?*** Feel free to use this as an opportunity to recruit students into the profession. Let them know what it's really like and how they can become a part of it. Questions on the students' minds include:

- Can we, as students, become involved with your research?
- Have you mentored any students interested in research? What are some of the major tips you would give them?
- How can we get involved in research assistance?

## Coach EXCHANGE

*Here are smart choices you can make now that will position you for success later.*

**About My Experience:** So, why should I listen to you? What experiences have you had that put you in the position of offering us advice? Establish your credibility with the students. Questions on the students' minds include:

- How did you get to be a "coach?"
- Why were you invited to speak here today?
- Why do you have an interesting perspective on this topic or issue?

**About My Recommendations:** Provide students with an overview and specific ways to apply the recommendations that are going to help them achieve success. Questions on the students' minds include:

- Why is this a smart choice, now? What evidence supports this?
- Why do people not make this choice? What traps might I fall into that prevent me from seeing this choice through?
- Is this a choice that depends on current circumstances? Or is it something that might change in the future, or is it time tested?

**About My Work:** Tell them about your role in the company. What do you do? (Don't assume they know; also recognize that titles can be very deceiving). How did you get to this point and where might you go next. Questions on the students' mind include:

- Tell me what it is like to work in your industry...what is your typical day like?
- How has being in this industry furthered your career?
- What do you most enjoy about your work with your organization?
- What is the most challenging part of your job?

**About Your Future:** Close by telling them how they can become a part of your industry and what their first few years on the job is going to be like. Questions on the students' minds include:

- Are there any internships/job openings currently available to college students?
- What advice would you give graduates or current students in deciding what industry to work in?
- What are the traits of individuals who are most successful in your industry?
- What's the best way to break into your industry?
- How much job security is there in your industry?



## **Expert EXCHANGE**

(An expert might be a staffing specialist, author, university administrator or journalist)

***New skills and experiences that are in high demand and how you can acquire them.***

***About My Experience:*** Start out by giving the students an overview of your professional experience and how it has shaped your role today. Questions on the students' minds include:

- What most contributed to your decision to work in this industry?
- How different is your industry today than it was 10 years ago?
- What are the keys to your success in your work and experience?
- How has your experience shaped the ideas and skills you will discuss?
- What are some skills that you need to continuously improve upon?

***About These Skills:*** Provide students with the details of the specific skills and/or experiences that they need to know. Questions on the students' minds include:

- Why should I seek this skill or experience?
- What kind of return can I expect if I invest in these skills or experiences?
- How did you learn/gain these skills/experiences?
- How often should I be looking for new skills, even after obtaining my desired job?
- How can I constantly stay up to date on new skills that are in demand?
- What are the best ways to determine which new skills and experiences are valued in the workplace?

***How these skills are important in your work:*** Tell them about your role in the company. How do you use these skills? (Don't assume they know; also recognize that titles can be very deceiving). How did you get to this point and where might you go next. Questions on the students' mind include:

- Tell me what it is like to work in your industry...what is your typical day like?
- How has being in this industry furthered your career?
- What do you most enjoy about your work with your organization?
- What is the most challenging part of your job?

***About Your Future:*** Close by telling them how they will use these skills in the early part of their career. Questions on the students' minds include:

- What types of entry level jobs is your company seeking that requires these new skills?
- How much of my day will be focused on using these skills.
- If I wanted to come work for you, what advice would you give me?
- What do you think is going to be the next important skill or experience that is going to be in demand in your company or industry?

## **Advisor EXCHANGE**

(An advisor might be a financial advisor, clinical psychologist, student affairs officer, journalist or author. Topics include: student debt, balancing work/school, social relationships, networking, etc.)

***Here are obstacles and pitfalls college students face and what you can do to overcome them.***

***About My Experience:*** So, why should I listen to you? What experiences have you had that put you in the position of offering us advice? Establish your credibility with the students. Questions on the students' minds include:

- How did you get to be a trusted advisor on this issue?
- What key experiences set you apart from others?
- Why were you invited to speak here today?
- How many people have you advised about this?

***About the Issues and Challenges:*** Start out by giving the students an overview and specific examples of the challenges. Questions on the students' minds include:

- What makes this particular challenge so important?
- What are the trends and how are these challenges being met?
- How does this particular challenge affect my generation versus previous ones?
- How will said topic affect your industry and those involved in it?
- What are the latest innovations?

***About the Solutions:*** Outline the specific steps that students should take to avoid the pitfalls or overcome the challenges they will face. Questions on the students' minds include:

- What is the value in getting involved on campus outside the classroom?
- What specific resources should I explore and engage with to deal with these issues?
- What are the building blocks for a specific plan to overcome the issues?

***Teaching Others:*** Close by telling them how they can help others avoid these same pitfalls. Questions on the students' minds include:

- Is this something we can help other students overcome?
- What type of resources should we ask the college to provide?
- Can we mobilize around this?
- Have you seen students successfully plan for these issues?

## Visionary EXCHANGE

***Here is an emerging trend or issue that is going to impact your life and how you get out in front of it.***

(A visionary might be a social activist, futurist, political leader, or journalist. Topics might include: changes in how people live, work, communicate, or interact with their environment. It can also include new things coming to Orlando or the state.)

***About the Emerging Trend or New Idea:*** Provide the students with an overview of the trend/issue and the impact it will have on business, society, and/or education. Questions on the students' minds include:

- How many people is this likely to impact? What is the scope of this?
- If I am a business owner, how can I use these trends to my advantage?
- If I am a student, how can I use these trends to my advantage?
- What sorts of career opportunities are created though this type of trend?
- Is this going to negatively affect me?

***About My Experience:*** Why are you in a unique place to see these emerging trends? Why should I believe you? Questions on the students' minds include:

- When did you first see this new development and how long has it been going on?
- Why do you think it will continue to have momentum?
- What tools and resources do you use to stay ahead of the changes?

***About Your Future:*** How do I best position myself to take advantage of this trend? What happens if you are wrong? What's my downside? Questions on the students' minds include:

- How long will it take me to position myself to take advantage of this?
- What happens if you are wrong? What's the downside of joining this trend if it goes bust?
- How can I minimize those risks?
- What is the "opposing view" to your idea?