

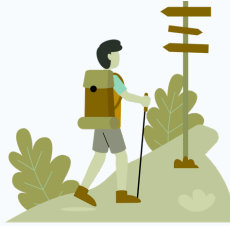
How to Inspire Students with Your Story

8 Tips for an Interactive Career Talk in school

Career talks introduce students to scientific professions through authentic experiences shared by diverse professionals, with a strong focus on encouraging and showcasing women in science.

1 Know your audience

Research the age group, interests, and background of your audience. Tailor your content accordingly.



2 Be personal and authentic

Share your real-life story – your career path, turning points, successes, and struggles. Talk about what excites you about your work. Students respond best to honest, human experiences.

3 Talk about real challenges

Topics like work-life balance, uncertainty in career choices, or gender bias are important and especially relevant for girls seeking relatable role models.



4 Use visuals and objects

Bring something from your work – a tool, an image, or an object – and ask: “Can you guess what my job is?” Build mystery and interest and make science tangible and memorable.



6 Make it relatable

Connect your skills and tasks with school subjects or everyday experiences, and to things young people know (health, environments, sports, etc.) to make your profession more understandable.

7 Engage the students actively

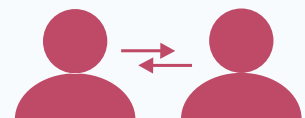
Include a short activity like a quiz, challenge, or experiment. With younger students, ask them to draw, write a short poem or story about your job.

5 Show the „wow“ moments

Pick 1–2 examples from your field that are surprising, fun, or directly connected to everyday life.

8 Focus on interaction

Interactive career talk is not a lecture – it’s a conversation. Encourage questions, dialogue, and curiosity throughout your talk.



A Few Technical Tips

1 Plan for 15-20 minutes of speaking with 10 minutes for questions

Young audiences prefer brevity.



2 Pause every 5-7 minutes to engage with audience

Ask questions ("Who has ever thought about a career in..."), raise polls ("Raise your hand if you've ever..."), etc.



4 Prepare starter questions for discussion

Have 3-5 questions ready to spark discussion if audience questions are slow.

Formulations that work well:

"When I was your age..."

„In everyday life, this looks like..“

„Imagine if..“

"One funny mistake I made when I was starting out was..."

"Have you ever wondered...?"

"What do you think would happen if...?"

"Any guesses?"

„What would you do in this situation?"

"You might be the ones to discover the next big thing."

3 Summarize key takeaways & provide tips for action

Reinforce 2-3 main lessons from your career journey. Give a specific, achievable next step for audience members interested in your field.



6 Keep answers brief

Aim for short responses to maintain energy of interaction.



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