

From the Silicon Valley Business Journal:

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## GiveTeens20 prepares tomorrow's workforce with valuable insights

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Left to their own devices, teens express the desire to “just get a job” but after experiencing the GiveTeens20 in-class presentation they focus on areas where they will excel, thereby building a stronger, more engaged labor pool and community.

“We create change by helping teens find areas of personal strength and interest while in high school, giving them a heightened willingness to invest energy and attention because they have found a direction that ‘lights them up,’” says Kathy Laidlaw, GT20 founder.

In the classroom and online, GT20 aims its focus on encouraging and equipping teens to know themselves through honest self-assessment, then learn about careers where they now know they have an interest. The GT20 video library available on the website currently provides over 40 videos for teens to view and discover what “Lights them up.”

These videos, along with a link to a personal assessment tool and Department of Labor website (ONET), all provide no-cost, online learning tools and resources.

GiveTeens20's four to five-minute videos, available at [gt20.org](http://gt20.org), are a result of asking adults succeeding in their chosen fields to “Give teens 20 minutes and



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Videos are partnered with an in-class presentation covering interviewing skills, soft skills, and the importance of giving yourself a lot of options.

answer three questions:”

What made you choose your career? This gives teens a “why” they might be able to relate to.

How did you get here? Finding out first-hand about the education and experience needed to succeed in this field directs teens down the right path towards exploring options.

And finally, what is the best piece of advice you would give a teen who wants to do what you are doing? This answer provides teens with insider information related to a specific field or career. Most teens do not have access to a broad network of successful adults, and GT20 provides that access in video format at no cost to viewers.

GT20 videos offer insights from X-Box engineers, chief of cardiology at UC Davis Medical Center, VP, digital design with CNN, police officers (K9, street crimes unit), Congressman Eric Swalwell, and a public accountancy firm to name a few.

The videos are partnered with an in-class presentation that covers such real-world topics as interviewing skills and strategies, soft skills (including manners), and the importance of giving yourself a lot of options. Feedback from teens after the presentations show that over 80 percent of participants found the presentation to be impactful and changed their thinking about their future. Another gain was the appreciation students felt to the participants who took the time to sit for these interviews.

Laidlaw also said, “We are looking for firms who want to introduce their industry to teens and share insights on how aspiring candidates can succeed there at multiple levels through GT20 career videos. We bring our excellent production team, and the company provides their talented employees to sit for their 20-minute interview.”

Another area where individuals can make an impact with GT20 would be to work on our upcoming Financial Literacy Video Series project where we are partnered with Microsoft, Mountain View. We are looking for a volunteer project manager and other roles.

Teens, especially under-resourced students, are depending upon the community at large to help furnish needed resources in the classroom. GT20 representatives provide information of what is available and possible in the workforce, as well as the

encouragement that there is a “fit” for every teen based upon their strengths and interests. Please support us as we “Light them up.”

*Find out how you can inspire and train the next generation of employees by visiting [gt20.org](http://gt20.org) or email [info@giveteens20.org](mailto:info@giveteens20.org).*