



The Chamber of Commerce
of Metropolitan Montreal

Operation Back to School

Over 20 years of commitment to school retention



Your encounter with high school groups

The Chamber of Commerce of Metropolitan Montreal places a great deal of importance on motivating kids to stay in school. As a result, as each year, it has been organizing Operation Back to School to raise awareness among students of the importance of staying in school and getting a diploma. Through this initiative, the Chamber invites businessmen and businesswomen to go back to high school to talk about their experience, their success and the challenges they have had to overcome during their careers.

These encounters provide young people with more information about the job market, the outlook for employment and key skills they need to increase their employability. The presentations, which deal with the educational, professional and personal paths of businesspeople, are extremely enriching for students. Operation Back to School also gives businesspeople a chance to understand the reality of the school setting and motivates them to get more involved.



Your testimonial could change a life!

Presentation template to help you prepare
Duration: 50 to 70 minutes

Your presentation can have a major impact on the students you meet. You are a role model and serve as an example, and your path, your success and the difficulties you have overcome can encourage them to persevere and help them succeed. Describe the current situation to them, but also talk about future prospects. Give them a positive vision of the future. Encourage them to take action and remind them that they start building their future today.

Main message

Your role is to send students a message of perseverance and motivation. You should demonstrate the importance of an education to your career using concrete examples and anecdotes.

1) Personal introduction and the goal of the encounter

Who are you?

(You first need to make a connection with the students.)

2) Your experience and your job

Describe your career path.

What does your job involve?

Describe the organization where you work.

What do you like about your field?

What does a typical day in your life look like?

3) Your education

Did you like school, your studies and the educational environment?

What did you like the most? The least?

Did you learn things in school that are useful in your job?

Have you experienced difficulties? If so, what were they?

Did you consider dropping out of school?

Did you pursue college and university studies?

Did you change course in your studies?

How did you choose your field of study?

4) Successes and failures

Explain to the students how you tackled challenges and managed your successes and failures.

Do you have an example of an obstacle you had to overcome?

What did it teach you?

5) The working world and education in general

Tell the students about the working world today.

How to find a job? How did you get yours?

What do you think employers are looking for?

Do you have any advice for young people?

6) Question period and class discussion

The students may ask you questions about their own choice of career, their difficulties in school or the current and future prospects for employment or unemployment. If you can't answer them, suggest that they talk to their guidance counsellor.

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The greatest challenge of a presentation is gaining and keeping their attention.

Our tips



- First impressions are important, so the first three minutes of your presentation are critical.
- **Encourage a young employee from your company to accompany you for the presentation. His or her perspective will be of interest to the students and will give the presentation a different angle.**
- Speak loudly.
- Look around the class so that every student feels like you're talking to them.
- Ask questions and ask the students what they think about what you have said: a good presentation is generally a discussion rather than a monologue.
- Separate your presentation into different topics and allow for a short question period between them.
- Tell anecdotes, stories and jokes, but remember: not everybody has the same sense of humour.
- Move around! This will help capture their attention.
- Use impressive facts or quotations.
- If possible, bring door prizes (corporate or other items) to encourage the students.

Using visual aids

- Don't forget: what seems commonplace to you is not necessarily so for the students.
- Photos help students picture what you are talking about.
- Operation Back to School provides a PowerPoint template you can complete and use during your presentation.
 - **Ideas for interesting photos:**
 - Your office or your working environment: the building, the cafeteria, your favourite place at work...
 - Your colleagues or employee activities
 - Things you have produced (if applicable)
- Videos promote learning, capture attention and change the rhythm of the presentation.
 - **Ideas for interesting videos:**
 - Your work environment
 - A corporate or promotional video about the company or a project
 - A video about your industry or profession



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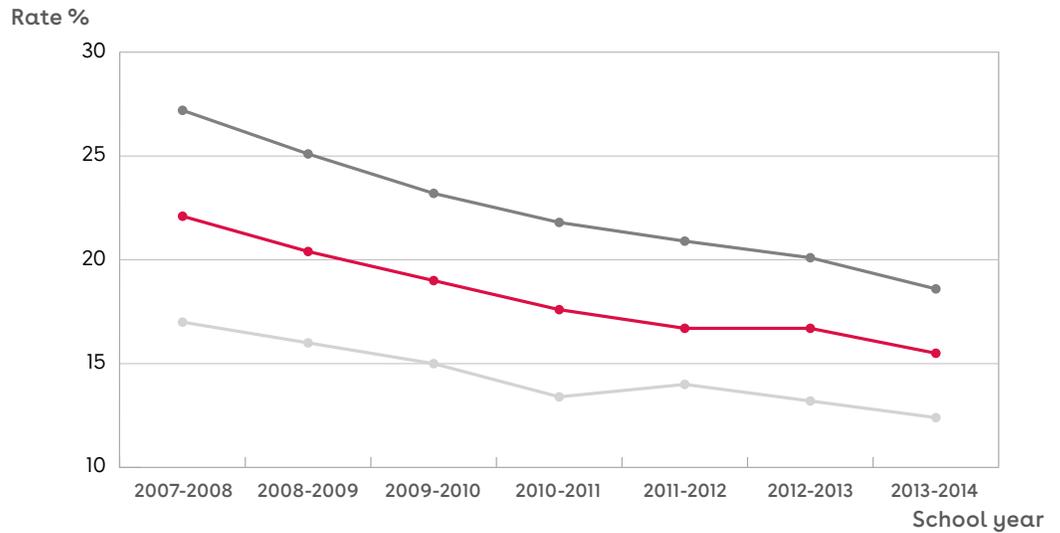
The numbers speak for themselves!

Between 2009 and 2014, the graduation rate increased from 67% to 76%.

Efforts are paying off!

School dropout rate

Annual dropout rate, by sex,
across the Greater Montréal
region (15 school boards)



Legend:

- Boys
- Girls
- Total

	(2007-2008)	(2008-2009)	(2009-2010)	(2010-2011)	(2011-2012)	(2012-2013)	(2013-2014)
Total	22,1	20,4	19,0	17,6	16,7	16,7	15,5
Girls	17,0	16,0	15,0	13,4	14,0	13,2	12,4
Boys	27,2	25,1	23,2	21,8	20,9	20,1	18,6

Source: Ministère de l'Éducation, du Loisir et du Sport

Employment

Socio-economic impacts

	Dropouts	Graduates
Average annual revenue	\$25,000	\$40,000
Average unemployment rate	15%	7%
Segment of the population voting	57%	84%
Segment of the population who volunteer	9%	43%

Source: Groupe d'action sur la persévérance et la réussite scolaires au Québec, *Savoir pour pouvoir : entreprendre un chantier national pour la persévérance scolaire*, report, Montréal, 2009.



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Eight skills to develop for the future

The professional success molecule

The Chamber of Commerce of Metropolitan Montreal looked into the skills sought by employers. Eight key skills clearly stand out. We have presented them in the form of a professional success molecule.



CORE COMPETENCIES...

...are what organizations look for in their employees to face the challenges of the new economy.

Perseverance is important, so here are some more ways you can get involved:

For more than 23 years, Montréal Relève has been working on the socioeconomic development of the metropolis by increasing access to professional exploration experiences. Through internships, conferences, visits and workshops in preparation for succession, MR annually supervises more than 2,200 adolescents and young adults in their career choices. MR has several projects and programs addressed to different clientele, including Student Business, its flagship program. See how you can make a difference: montrealreleve.ca/en

For 57 years, JA Quebec (Junior Achievement - formerly Jeunes Entreprises du Québec) inspires, educates and trains elementary and high school students so that they can develop their full potential in financial literacy, labor market readiness and entrepreneurship. JA Québec's training programs have a concrete impact on young people aged 10 to 18, enabling them to develop many skills and plan their professional future. jaquebec.com/en

With the support of its 33 regional members, Réseau réussite Montréal mobilizes and catalyzes Montréal's livelihoods in a concerted effort to increase the reach and impact of actions that promote perseverance, school success and hang-up. researeussitemontreal.ca/en/

Gold Ambassadors:

OSLER
Lawyers

Silver Ambassadors:

CPA COMPTABLES
PROFESSIONNELS AGRÉÉS
DE MONTRÉAL