



STEM Inspiration



10,000 STEM Inspired career conversations delivered by GE

The Department for Education and UK Industry bodies have called to employers to help demystify pathways into STEM for young people and their adult influencers. We want our GE role models to reach as many people as possible, through STEM inspired career conversations.

Who?

A STEM inspired career conversation can be delivered one on one or to a group. We're not only focussing on young people themselves, but also their main adult influencers: parents and teachers.

What?

Some examples include sharing your career journey, including your own STEM inspiration; delivering CV and interview workshops; presenting GE; discussing pathways into STEM.

When?

A career conversation should last at least 15 minutes and offer ample room for questions. Whenever possible, try to have multiple interactions with the same student(s) or influencers, as maintaining STEM interest is a bigger challenge than triggering it.

Where?

Career conversations can be delivered at career fairs, in classrooms, at a GE facility and via other community outreach. You should look to incorporate them in other STEM activities that you are planning.

How?

Storytelling goes a long way. Keep it personal and share your own enthusiasm for STEM. Research shows that humanising the narrative – sharing your challenges as well as your successes, emphasising how engineering can solve real-world day to day challenges, as well as larger-scale challenges – helps engage underrepresented groups.

How many?

We want to encourage our GE STEM Inspirers to meet with students more than once to help maintain interest in STEM over time. Therefore, conversations with the same student(s) on separate occasions count as separate conversations.

If a volunteer speaks to a group of students (e.g. 25 in a class) for 15 minutes or more, with space for Q&A, you can count one conversation for each student (i.e. 25 conversations).

When attending informal events like career fairs, you can count each ~15 minute conversation.

Reporting

When you have had a career conversation, remember to report it via the [smartsheet volunteer reporting tool](#). Otherwise, it won't count towards the 10,000 target!