



Advisor Onboarding Document

Your step-by-step guide for a valuable,
impactful experience

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Welcome to UNIQ You

Welcome and congratulations for being part of the UNIQ YOU service, my name is Tanya Meessemann, I'm the founder and CEO, and I'm incredibly grateful to have your time and commitment to the young girls of Australia. I personally have seen firsthand the positive impact that female role models just like yourself can have on the trajectory of a young girl's life. Our mission at UNIQ YOU is to significantly increase the number of high school girls that consider and pursue pathways into industries and roles that are currently underrepresented by women.

Now, to do this, what we need to do is increase the visibility of industries, roles, and women, just like you. We need to demystify the worlds that you are living and working in and subsequently build girls' confidence to pursue what have historically been known as non-traditional or male-dominated pathways for each girl.

We need to appeal to her emotional connection with her future self and the potential and the power that she has to actually shape her own journey as women. And those who identify as women working in these industries and roles, you are uniquely, excuse the pun, placed to advise, inspire, and educate our next generation of female talent.

Now, the following is a set of onboarding materials to help your experience with UNIQ YOU. It's going to include how to have the best experience while you're involved with us, how to create an engaging profile and get girls to book calls with you, how to have a five star web call, how to use our booking platform, applying for a blue card and the process that goes with that, and our guide to working with young people.

What will accompany these onboarding materials as a written documentation that contain additional details, which will be regularly updated as we understand more about what you would like to know, so make sure you keep an eye out for any of those updates.

It's also going to include a quick reference FAQ, a frequently asked questions guide. You can always look at this resource and see whether any questions you have can be answered in that way, but, if you do have any outstanding questions, please always feel free to reach out to our advisor coordinator who will be able to help you.

Now for some of you, this might be a new and different experience speaking, working with young people, but please know we are unique, we are here to support you through what will be an exciting opportunity to positively guide our next generation of young female talent.

Crafting an Awesome Experience

In this video, we're going to give you some tips and tricks on how to have an awesome UNIQ YOU experience. Being the advisor on the other end of the screen can feel a little bit intimidating. I know they're just teenagers, but believe you me, after spending quite a few years in this space, it can actually feel a little bit overwhelming when you're speaking to young people, but we want to make this process as seamless as possible to ensure that you feel as prepared and comfortable as you can.

So this section is going to outline for you what to expect from the girls on these video calls, who's going to be in the room for a call and setting your booking expectations. So firstly, what do we expect from the girls and what they expect from you now, the girls that are booking calls with you are doing so for a variety of reasons.

If you can imagine we have some girls who really aren't going to know much about your industry, your role, yourself, or your company, and they're there to explore and discover what's out there, what's possible, and what exists. So they might come into these calls with very little information.

They're looking to you to sort of plant the seed and some guidance. Or on the other end of the scale, we've got girls who really know a lot. These girls might be heading into grade 11 and 12, they have their eyes and their heart set on a certain pathway and they most likely might seem that they want to know some facts and figures.

Ultimately, what we tend to find is that they might have confidence issues around pursuing these pathways. They might've had a few reservations or not knowing what's quite holding them back. They're coming to you to get an insider's view on whether this is a good, a positive, a safe pathway for them to follow.

There will be a whole sort of range of girls in between. Interestingly, what we find with this generation is that they really want to know about specifics, all the way down to what does your desk look like? Do you have a desk? What are your work hours? Where and how do you eat lunch? How do you get around you travel and so on and so forth.

So, they will be interested in a couple of specifics, but ultimately what they are looking for from you is reassurance and to build confidence in a particular pathway decision that they might be making and could also be seen as against the norm.

Now, when it comes to the types of questions that the girls will want to ask you, you will see quite a wide variety here. But one thing to keep in mind is that you are living quite an adult life now. You have adult routines and adult responsibilities but remembering she's still in high school. So, her immediate world is very much focused in her high school decision-making so you will probably hear from her things around wanting to know what subjects you studied at school or were interested in. What did you study after school and what was

your pathway after school, then things like, what do you love or not love about your job or the industry you work in? They really want to know things about hobbies and interests outside of work, and part of that is about showing them that there is life outside of work.

For those of us who can sometimes manage that, they want to know what kind of work environment you work in, how much money you make. That's up to you, whether you're prepared to disclose that or whether you'd prefer to give her a range or direct the girls to seek a guide on salary. But the other questions that might come to you are things like is your job okay for girls or is your industry or pathway, and somewhere that girls should aspire to head towards.

Now at this stage, I have two hot tips for you. Hot tip, number one, you are not required to know about subject selections and pathway preparation or university degree information in detail, the girl's career and guidance officers are there to guide them as the title says through those types of decisions and that type of information.

However, it would be helpful if you could just familiarize yourself with your company's entry points. Often, you might have apprenticeships or graduate programs or work experience or internships. If you just know a little bit about that to do with your own company the career and guidance officer can then take it through the following steps.

Ultimately, the girls are having these phone calls with you because they want to hear about you and your journey and your story, the lessons that you have learned along the way, the decisions, and the pivot points and all of those types of things.

By knowing this it deep pressurizes this one exact pathway concern that a lot of the current generation of young girls really carry with them and it acts as a stifling point for them to be able to make decisions and head in a direction.

Now, this does bring me to hot tip number two, avoid lecturing. Now I say this with love. I have spent the last five years connecting extraordinary female role models with young people and I can tell you right now, the fastest way to disengage a young person is to lecture them and any for the parents out there you'll know exactly what I'm saying.

So it's best to share your knowledge by actually referring to your experiences, refer to them around what you have learned along the way and how that specific learning might have helped you. In a later video, I'm going to take you through a bit more information and some tips and tricks on how to actually speak with young people and how package up the information so that you can make the greatest connection and impact.

Now who is in the room. The video calls will take place between yourself one high school girl at this point in time and their career and guidance officer or another relevant educator who will be responsible for supervising the call. Now we will be asking the educators to limit their interactions on the call. This experience is really for the girls and the educators should really kind of remain as hands off as possible.

There's a couple of instances where they might get involved, which we'll talk about later. Please do note, it's really important that unless you have been otherwise notified, or if there have been some alternative arrangements, a call should really not take place if a supervisor hasn't made themselves known to you at the beginning of the call, that's part of our child safety policy. We do need to have a supervisor with the young person on the call as well.

Now, setting your expectations. It's at this point that I need to do a little gentle expectation setting with you. You are here to connect with high school girls through video calls, and we ask that you make yourself available for at least two 30 minute calls per month in order to do this.

But it is important to note that UNIQ YOU can't control whether any number of slots are booked each month to increase the likelihood of being booked. It's helpful to indicate as much potential call time as possible within the booking system so your availability has a better chance of overlapping with educators and students.

Now, it also helps to spend some time crafting your UNIQ YOU profile, which we'll be covering in a bit more detail in an upcoming section. Please don't be disheartened if you don't have calls rolling in from when you first joined the service but do know that every call that you do have has the potential to change a girl's life and trajectory.

That brings us to the end of this section. We have covered what to expect from the girls. Who's in the room during the calls and helping manage your expectations.

Create an Engaging Profile and Get Booked

In this video, I'm going to take you through how to create an engaging profile and start getting those calls booked. Now through the UNIQ YOU service, we believe that the best way to inspire girls to explore more diverse career pathways is not through books and facts and bullet points in career pamphlets, but it's actually through the magic of genuine human connection with you.

From the moment the girls land on our UNIQ YOU website, they are going to have access to over a hundred amazing strong female role models, just like you each telling their own unique stories about their journeys and their roles and the real world. So, what I'm going to take you through now, is just some suggestions on how you can really craft your profile to make sure the girls get a great impression of you and how you might be able to help them through their decision-making journey.

Step one, make your job sound interesting. I hope your job is actually interesting and I trust that it is, but what we want to be doing here is making sure that we're communicating about it in a way that say a 15 year old girl would kind of understand. So first things first explain your role in a simplified, but engaging way and cut to the chase.

You don't have to worry about too much fluff there, but make sure you do include some engaging parts of what makes your role interesting or dynamic or contributes to a greater cause. Have some One of the fields we get you to fill out is an 'AKA' job title. It is about eight to 10 words of how would you explain your actual job, job role or job title to a teenager?

Imagine if you'd met them and you tell them what your job role is, and you see their eyes glaze over because they don't understand what that actually means. What's your next sentence to them? You would say something like; what I mean by that is, or what I actually do is, again, you can have some fun with this.

We'd love to see your personality coming through in these AKA's and then further into your job descriptions and your bio but do keep them short, simple, and positive. We've given you a word count guide to help you understand how long we need all these things to be. Basically, shorter is always better.

When we're putting information on a website, hot tip, avoid using industry acronyms that are unlikely to be understood by young people. If it's an important acronym that actually plays a big role in your job, then absolutely pop it there, but make sure you expand it out so the girls can understand what you're speaking about.

This kind of goes also when you're having the calls themselves, we can get caught up in using all of our shorthand in our quick references, but half the time they don't actually know what we're talking about. Also be mindful of any negative language or connotations. We've

all had a variety of experiences in our life and it's for us to really make sure that we're presenting an honest and realistic view of the world but keep an eye on any of the negativity that looks like it's coming through.

Now, step two, nailing your profile. Your profile picture will be your calling card as the visual human beings that we are, it governs the goals and impressions right from the beginning. Now this is not a beauty contest, and this is not a magazine shoot.

What we have done is we've given you an image guide to work through, and that just gives you some specifications as to how much of you we need to see, how to position yourself in the framing and so on and so forth. It's really helps us because the way the website has been designed is that we actually cut you out of the background quite frequently and position you into different colours and backgrounds on the page.

So if you can follow that visual guide that will really help us make sure that that's integrated into the website effectively. We will need to see pretty much just from waist up of you, and as I said, we're going to be cutting out that background so it doesn't altogether matter too much where you're actually situated.

A friendly smile goes a mile, looking straight down the camera and giving a smile. Now I have trained over the years on how to give a good smile and it is hard and uncomfortable. My hot tip I can give you here is about pretending to laugh.

Some of my best profile shots have been taken by people that I really get along with, not necessarily professional photographers, because they have made me laugh. If you can catch yourself in the moment, think of something funny and you can end up with a really natural looking smile and something that comes across in the camera as being really approachable, that the girls will be drawn to.

If you do wear any job specific attire, such as high vis, or maybe a lab coat, maybe safety gear, anything like that as part of your job, it would be really great to capture this in your profile picture of you wearing that.

I will probably stay clear of actual sort of safety glasses or anything that's going to be covering your face. Cause we would like to see as much of you as possible, but at the same time through UNIQ YOU, one of our priorities is to normalize the visual representation of the different roles that you will work in so that they start to become much more familiar to girls, particularly girls in high school now.

Your bio is your chance to showcase yourself and what makes you unique. I'm just going to keep using the unique pun the entire way through these training videos, so I hope you're on board with that. This is the opportunity to tell your story.

It's not just about listing your job titles and skills. Don't be afraid to let your personality come through here. If you are someone who is a bit playful, if you're quite serious, if you love facts and figures, whatever it is about your personality, we'd love to see that come through in your bio.

And as I was saying before, it doesn't have to be explicitly job-related. We do actually ask for some pieces of information about your pathway and your pivot points that don't have to be captured in your write-up of your bio, but they're going to be included elsewhere on your overall digital profile that exists with us.

We're going to ask you for some other little personal things around pets and hobbies, and maybe places that you've travelled, or if you have overseas experience. We also want to know whether you are a regional original like myself.

I'm from central Queensland originally. We want to be identifying women who do live out or at least lived out at some point in time in the regions, so that girls who are currently living in the regions can maybe specifically speak to you about what is that like and what the opportunities are for regional girls. Remember the role does not make the woman, but the woman makes the role.

That brings us to the end of how to create an engaging profile. So don't forget, you can reach out to our advisor coordinator at any time, if you have questions or you'd like some clarity around what you might be thinking about writing into this profile, and you can update it at any time through our booking system, which will be taking you through in a separate training segment.

How to have a 5 Star Video Call

Now we're going to dive into how to have a five star video call. Technological advancements have gifted us with the opportunity to provide a platform that breaks down the geographic, socioeconomic, and cultural barriers that prevent women and girls from being able to connect and get access to each other.

However, we as adults have been using video calls for a while now, and what that means is potentially some of us have, might have gotten just a little bit slack in how we approach them. We can jump on really quickly to our zoom or our Microsoft team calls and we forget to adjust the camera and make sure we're facing directly down the lens so it's really important when working with young people that, and especially when you're trying to connect with young people digitally, that we actually recreate as close to possible real life kind of engagement as though they were sitting in the room speaking to you.

So to do this, we've put together just a couple of quick tips before you get started. So before the call scrub up a little bit, you know, not to go the whole nine yards, but just make sure you've got some appropriate clothing on.

You might be even in your work clothing, which is absolutely fine. Make sure your hair back and out of your face so that we can see nice and clearly; good lighting is also key to a clear image so try to position yourself, so you have some natural light.

This works really well if you're facing a window or if you have a desk lamp or anything like that, the more light you can get on your face the better. Now sound is also important, try to find a space that's a bit quiet and private that has minimal interruptions and distractions. We do suggest using headphones as a way to create a clearer sound for yourself, they also tend to reduce background noise, which is helpful.

Now this is a very big one, I don't know how many of you know this or not, but I actually was in my previous life a film producer, so I'm quite big on the camera and the use of the camera. You don't have to have a fancy camera by any stretch whatever's built into your computer will be absolutely fine.

However, the most important thing is your eyeline. Now this is what I mean when we were sometimes getting a little bit slack these days, because we might have our camera actually positioned on a computer, separate to the screen.

We're seeing the video image of the person we're speaking to. There have been some cases where I have been on meetings while I've spoken to the side of someone's head for the entire duration of the meeting because they had their camera here and they were looking at me there.

It's really important that we try to get our eyeline as close to the camera, as you can, you don't have to speak exactly to your camera, but just try to get it positioned as best you can. It might mean that you have to, just for these calls, move your computer more closely in line

with wherever your camera is sitting. It really does help to create that connection and make sure that they feel like they're really being spoken to now.

You will have a list of questions that the student has provided for you. If you can have them either printed out or somewhere handy, where you can see them on a screen or on your phone, because really what they're going to do is drive the conversation forward and they're going to give you a structure to actually work to.

Now, once the call is connected it's always great to just check with the student, whether they can see and hear you clearly. We will have a couple of additional instructions in our technical onboarding video as well. So make sure you've watched that, and you're really clear on what your responsibility is on one side of the video call. If you do run into technical issues, you can refer back to those onboarding instructions or you can always contact us directly.

Now, once the call is connected, it might be tempting to look down or around or at your screen or anywhere else. But please remember eye contact is absolutely the best way to foster genuine connection, even when we're confined to doing it through a computer screen. So as much as you can be speaking to the girl to your camera it will make a huge difference in the experience for both of you.

Now, after the call, you are going to be prompted to complete a post call survey. Your feedback each time you have a call with a different student is going to really help to ensure that the service we're offering is as effective and as engaging as possible. So those are just some quick tips to make sure that you bring your video call A-game to your UNIQ YOU advisory calls with our wonderful high school students.

Guide to Using Technology

(Coming Soon)

Applying for a Blue Card

(Coming Soon)

Guide to Working with Young People

We want to make sure that the UNIQ YOU experience is memorable, impactful, and just amazing as possible for all of the parties involved for yourself, for the girls you're speaking to and for the educators. In this section, we're going to take you through a bit of advice and tips and tricks that we've gathered over the years working with young people about how to engage them, how to keep the conversation going and what to do if things go a little bit sideways, which we hope they don't, but just in case.

Now, before I dive into that detail, one little side note on child safety, child safety and wellbeing is incredibly important to UNIQ YOU. We are a service that is engaging young people and minors under the age of 18. So please ensure that you have read through our code of conduct and our child safety policy before you commence calls with the girls.

There's a lot of great information in there about how to navigate those situations and how to make sure that you're keeping it a very safe and an emotionally engaging experience for the girls as well.

So now let's get into actually working with the girls. So first things first respect and trust are essential when you are collaborating or sharing your story or answering questions of young people, speaking and listening respectfully taking a genuine interest in the student. The questions that she's asking and providing information in an age appropriate way is going to be your best starting point at making sure that you can connect and make an impact.

So speaking of which using those submitted questions that I mentioned earlier from each girl as a guide to actually structure your call is going to be really helpful. What's a beautiful aspect of the service that we're providing here is that girls actually get a personalized experience with you.

She's not there for a broad or generic overview of your life that you might present. If you were speaking to 200 girls at one time, she had submitted questions about things that are important to her, and more often than not, they represent knowledge gaps in how she actually understands your industry or job or the world.

They might represent barriers for her. Confidence blocks even as to what she's worried about, worried about going into these different pathways, essentially, so these questions are your key for her to getting as much as she can out of these calls.

Keeping in mind though, there are only five questions that she submits and you've got 30 minutes on the call. By the time you get in and introduce yourself and say hi, and he leave a little bit of time for wrap up, you've got about five minutes or less per answer to a question.

So that you get through them in 30 minutes, just keep that in mind, in case you go off on a, on a big tangent of 10 to 20 minutes on one question, you're not going to get through them. All that said, don't feel like you have to rush, it's about feeling, what are the key issues she wants to talk about? And if you do find you get through the questions really quickly, and

there's more time by all means, ask her what else she would like to know that you can possibly help with.

Now, if you are presented with any curly or uncomfortable questions, you are well within your rights to just say to her, 'I'm not comfortable going into detail about that particular topic on this call, but perhaps your educator might be able to look into it a bit further afterwards'.

Now, if anything does take place during the call that presents a concern to you, we do ask that you make a note of it in that post call survey for us as a first step but then please make it be known to your, company coordinator and just to make sure that that is it floated upwards to us at UNIQ You and we can jump on that and address it with you.

Now, another really important point, is make time to share your story. Stories are powerful and we know this now they have the most amazing tools to actually engage someone and show them what possibilities exist.

Our minds don't remember facts as easily as they remember the genuine experience of hearing from people who have actually lived through those facts. Now, as I mentioned, in one of the previous videos, this isn't about providing a lecture or a stream of instructions about how they should do things.

It's one thing to give a bit of guidance on how they might approach a job interview or graduate application, or try to make their way into industries. There's a difference between giving them some advice that actually helps them move forward or giving them instruction on how we expect that they should be behaving or taking steps. What they are looking for is real conversation, real engagement and connection with you. You've got a lot to offer these girls.

Now, a quiet word on resting teen face. As I mentioned, I've been doing this for a while now, I've been doing a lot of events with teenage girls and it took me a while to even get used to resting teen face. Again, those of you who are parents may be very familiar with this already, but essentially this is the face that they present to you when they are absorbing information.

It's a bit uncomfortable to speak to, but I promise you after years and over a hundred events with young people, this is not the face of disinterest and it is not the face of judgment or despondency. This is the face of processing. This is them listening to your information and taking on board and taking it away later, more often than not the events that I would see the girls looking like this would be some of our most rated events when the feedback forms came back in, I was shocked at realizing that really what this was about them doing one thing at a time and what they are not trained in doing like us.

Once we become adults and well, well versed in the land of communicating back and forth between each other is that they're not used to the responsive engagement, lots of nodding and smiling and encouraging forward.

So I say this to you to reassure you that if you find yourself speaking to any of these girls and you wondering whether what you're saying is getting through, being cared about listened to you, I promise you that it is going in there.

Now, speaking of engaging a few tips on what to do, if they're not engaging with you. So you're getting a bit of that resting teen face, but maybe they're just sort of sitting and listening and they're not really talking to you.

First things first, please realise that around 50% of the population from statistics are introverted by nature. And what that means is that they are going to quietly process the information and they don't feel the need to actually reinforce what you're saying through responses.

Sometimes that's just how they are and that's their personality. Some young people do actually feel quite overwhelmed when they're meeting someone new and the work that I've done with confidence development girls, we find this all the time. They are very resistant to connecting with new people and getting to know them or breaking down those barriers.

They're worried about judgment. They're worried about looking silly or saying the wrong thing, so it's just about being gentle and patient. What you'll sometimes find is the first five or 10 minutes might be a little bit on the quieter side, but then as you get going, they'll pick up a little bit.

Also, some of them just want to listen to what you have to say. They want to make sure they use their 30 minutes to hear from you rather than taking out the air time themselves.

Now, this is where the questions that the girls have provided are really going to help drive that conversation forward. If you make your way through all of them, and you're still not getting much resonance, then use them as a base to look at what she was asking to give you an idea of what she's interested in. You can ask us some additional questions like

- What subjects is she studying at the moment?
- If she's younger in grade nine and 10, what is she thinking about studying in her senior years?
- What does she like about them? Or maybe what doesn't she like about them?

Also, one interesting thing to ask, rather than what does she want to do for a job. It's always interesting to talk to the girls about what doesn't she want in a job or career. She, if she doesn't want to be working outside or outdoors, or if she doesn't want to be working by herself and she would prefer to be in a team, sometimes that can be a really good stimulus for conversation.

Now, if you've answered all of those questions and you've asked them some questions and the student is still isn't engaging it's at this point in time that we do welcome you to invite the educator into the discussion. As I said earlier, do want this to be very much an experience for the girls, but it's at this point in time where you've kind of tried a few avenues.

If you've got time left on the call, you could indicate to the educator and ask them if they have any questions that they would like to ask you. If after all of that, you've still got time left, you are more than welcome to end the call early. You don't have to sit on it for a full 30 minutes. If you're really struggling to engage or if you've covered all the material and that's all she wants to know, then you can basically in the call.

If this does happen, please do let us know in the post call survey, because that's the kind of thing that we can figure out how to better address that and make sure that things go a little bit more smoothly.

Now you have successfully made it to the end of the call, but how do you end it? We are so used to using phrases like, 'tell me how it goes', or 'I'll see you next time' or 'speak to you again soon'. But these aren't necessarily going to apply.

The girls are generally encouraged to have calls just one time with each advisor so they can speak to multiple advisors in a year. Instead, this is the perfect opportunity to provide one last piece of advice or maybe a sentiment for good luck. For example, you could use phrases like

- Good luck for the future ahead
- Make sure remember to back yourself and follow your own path
- Remember to trust in yourself and find what you're passionate about and let that lead you
- Thank you for taking the time to chat with me. I hope that you've taken some valuable information away from our discussion today
- I've really enjoyed our chat today
- Good luck for everything in the future.

So to finish off our conversation that we've been having here in this section, I want to leave you with one last piece of cheerleading. Please know how valuable your contribution is to these conversations. The girls that are dialling into these coals, they want to hear from you.

They want to hear from women like you. They want to be reassured about the future and pathways and decisions that they are making. There are no wrong answers. There are no ways that you can give bad information or bad advice. They are here to broaden their understanding of the world and you are playing a key role in helping them do that.

I have seen girls' lives be shaped and changed, and the trajectory that their lives were headed on being adjusted in a good way, by interacting with strong, positive female role models, just like you. I'm so appreciative the whole team at UNIQ You really appreciate you being involved with this. And I can't wait to see the impact that you're going to make on these girls' lives.

Guide to Working with Indigenous Youth

(Coming Soon)