



School Onboarding Document

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

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Welcome to UNIQ You

Hi, welcome to UNIQ You and thank you very much for being here. My name is Tanya Meessmann. I'm the founder and CEO of the company, and I'm really grateful that your school is giving this opportunity to its female students in grades nine through twelve.

I personally have seen firsthand the impact that presenting these girls with strong, positive female role models can have on the trajectory of their lives. Our mission is to significantly increase the number of high school girls who are considering, and then pursuing pathways into industries and roles that are currently underrepresented by women. Now to do this, we need to really increase the visibility of industries and roles and women just like the advisors on our service. We need to demystify the worlds of work that they operate within, and we also need to build our girls' confidence to pursue historically non-traditional pathways.

For each girl we need to appeal to their emotional connection with their future self, the potential, and the power that she has to shape her own journey. Now, the following is a series of documents that will ensure that this is an awesome experience for both yourself and the girls. For some of you, this might be a new and slightly different experience, but we are going to be here to support you through what will be an exciting development for career guidance in the 21st century. So let's get started.

Crafting an Awesome Experience

To make this a valuable experience for both yourself as an educator and your students the following is going to outline what the service is, what the service is not and how your school can utilise it to ensure that you get the most out of these valuable opportunities that UNIQ You provides.

So first things first, what the service is... so UNIQ You is a ground-breaking service and an online platform that directly connects high school girls and their career and guidance officers or educators like yourself with women in unique and non-traditional roles for career pathway, education and advice through one-on-one video calls.

We believe that one of the best ways to inspire girls to explore more diverse career pathways, isn't always found in books and bullet points and career fairs, but through the magic of genuine human connection, where women working out in the real world can answer those real-world questions for our next generation.

Now we do this through our one-on-one or in the case of yourselves two on one video calls. So essentially the girls will select an advisor that they would like to speak to. You'll use our unique and bespoke booking system to find a time that works for all three of you, book it in and have a fantastic and enlightening experience.

Now really quickly, what the service is not. While at UNIQ You we are excited to contribute to career pathway education by connecting the girls with these amazing brains trust of information that we have from our women, it's important to note that the advisors themselves are not expected to provide explicit advice about study pathways and correct university and TAFE courses. As I'm sure you'll appreciate things have changed a little since most of them, went through their post studying degrees and so on and so forth.

So, while they will be happy to provide lots of information about their own journey, the decisions they made, their pivot points and the ramifications of those, as well as basic information about the pathways that are available into the company that they currently work for, they're not going to have detailed

information about subject requirements, uni qualifications, and vet certifications.

That's really where you come in. So after the calls, you were then in a position to help the student take the next steps towards finding out what those pathway decisions are. Now, I imagine it goes without saying, but our advisors are also not trained counsellors or psychologists. We will be relying on you to keep an eye on the tone and the content of each conversation and stepping in if you feel the conversation moving into any topics that sit outside, the appropriateness of what UNIQ You's focus is, which is really about their understanding of the working world and, and how that can influence their life journey in life pathways.

UNIQ You is also not designed to be a mentoring service. It's our belief that mentoring plays its most effective role when a person is already headed on a pathway, at this stage of their life's girls in grade nine through twelve, are still in information seeking mode. So therefore, this kind of advice is needed more than mentoring at this stage. If your school's capacity allows, we would suggest that girls have calls with more than one advisor each year. This is important so they can broaden their understanding of the work landscape, particularly if they're interested in a role or an industry that has multiple advisors available.

UNIQ You is also not a work experience placement provider, many of the companies that our advisors work for do offer work experience and internships and apprenticeship placements. However, the arrangement of these does sit outside our service offering. If a particular student expresses an interest in engaging with a company in this way, then reach out to our school's coordinator for further discussion, and they will be able to connect you the educator and not the student with the company coordinator directly in order to explore that possibility, which would be really exciting and a fantastic opportunity for the girls.

And finally UNIQ You does not arrange speakers for school events. The women that yourself and the students will be connecting with are all a fantastic role models for young girls and they deserve all of the exposure that they can get. However, the actual logistics around this does sit outside our service provision. So if you would like to book an advisor on the platform to speak at your school, please contact our school advisor. Once again, they'll be able to connect you directly with the company and you should be able to make some arrangements that way.

Now, how to utilise the UNIQ You service within your school. Deciding how your school is going to use the service and the call quota that you have allocated to your school. Doing that at the beginning of the process is a really wise way to go about it.

It's going to ensure that you make the most out of the program and the opportunity it can provide your students. The group of girls that participate in the service and take these calls can be as broad or as niche as your school is prioritising.

For example, we're speaking with schools who are incorporating the participation in a unique call for their entire cohort. So you might be looking at grade 10 girls as part of set planning, or you might be looking at grade 12 girls who are headed off on to their pathway they're going to take straight after school. Aside from that, you might look at just focusing on vet pathway students, or those who might be looking at non university pathway directions. You might be focusing on stem students and any of your students who are studying the science technology engineering or math subjects.

You could even go more niche than that into a single subject focused area, it is up to you. We can work with you to ensure that any of those different combinations are able to be done. Now, each school does start with a set number of calls per year, but additional call packs are available as additions at any point in time.

If you see this service really being adopted in an exciting manner, you are more than welcome to come to us and say that you need to get some more calls for a larger group of participants, or you might want all your existing participants to have a second call during the year.

UNIQ You has developed some helpful resources to guide and support you and your students throughout the process. These include our handbook that you can download and our onboarding training materials such as the series of videos and documents that accompany them so that you can refer to these at any time. But if you ever do get stuck or you have a question you are more than welcome to contact our schools coordinator and they'll be able to help you out.

Preparing for the call

Now in this video, I'm going to take you through some key considerations that are going to help make this a valuable experience for your students, yourself and our advisors. We are going to talk through preparing for the call, who's in the room for the call, what to expect from advisors, a duty of care reminder, what to do if you have any concerns and what to do, if you would like to take some next steps.

So firstly, preparing for the call after your student has chosen a specific advisor that they would like to have the call with now is the time to prepare for it. At the point of booking, the student can submit up to five questions that they would like to have covered during the call. These questions will drive the conversation forward and are designed to be an opportunity to have the students' own personal queries answered. If time allows more questions can be asked at the end of the call.

In a later video, I'm going to take you through the steps on how to have a five-star video call. However, for now it's important to note, and I say this with love that in order to foster a genuine connection between the student and the advisor, it's the student that needs to be front and centre of the screen when you positioning and ready for the call and maybe pop yourself off to the side or in the background so you can supervise.

Now with regards to who's in the room no surprises you're in the room and so is the student. So the call will take place between the student and the advisor with a supervisor also present. I do need to outline that as part of our child safety policy, that under no circumstances should a call take place if there isn't an educator or a supervisor present.

So as the career officer or the educator in the room, we do ask that you take a step back and let that connection and conversation grow between the advisor and the students. Also it's important that only the students that submitted those five questions and the one that was actually booked to have the call is in attendance. At this stage UNIQ You is not designed for advisors to engage with multiple students at one time. That's not to say it won't in the future, but right now that is the structure.

Now what to expect from the advisor. We have interviewed and selected an array of insightful, wonderful range of personalities and women who absolutely love what they do and they are passionate about building girls' confidence to pursue pathways, industries and roles that have historically been considered non-traditional for their agenda.

They are all extremely excited to talk with the girls and they want to answer all specific questions, however, their story and their experiences are also going to shape and demystify the world that they are living and working in. It also helps that they can give an unfiltered glimpse for the girls into what's possible.

As I mentioned earlier, they aren't walking career guidebooks I'm afraid, so it's best that the students utilise their time with yourselves after the call if they have any questions that remain, or they've been given some ideas that they should pursue. It'd be fantastic if you can support the students in that way afterwards. Please also note here that the advisors are under no circumstances allowed to connect directly with a student, any interaction outside the UNIQ You service must be arranged and supervised by a parent, a guardian or an approved educator.

Now your role during the call. As I've already mentioned, the service has been designed with its main priority to connect high school girls with inspiring role models, that's where the majority of the conversation will lie. However, the information being shared on each call is incredibly valuable for your own professional development.

Through your supervision, you will also be updating your own knowledge and understanding of industries and roles and real-world experiences so that you might be able to pass that information on to interested students and actually grab some of those pieces of dialogue and paint the picture for other female students who might not have been on that call. So the best way for you to support the students, participating in the calls is going to be ensuring that they're given reassurance and encouragement to ask the questions that they really want answers to.

This is a once in a million opportunity for them to get some one-on-one time with these talented and skilled and worldly advisors. It's great if you can encourage them to dig deep and ask the questions that are really burning questions for them, that they want to know the answers to. Secondly, it would be fantastic if you could help them feel comfortable and confident before they jump onto any of these calls. You know, yourself, I imagine in your line of work, how trepidatious young people can be when they are meeting new people. So just helping them understand that this advisor is a real person and that they're there because they want to be there.

During the call, we ask that you use your judgment as to when some assistance might be needed. So for example, if the advisor has made their way through all of the five questions and they have asked a student, if they have any more questions and the student is not engaging for any particular reason, it's at that point that you could actually step in and offer that you might have a few questions to round out the call and finish it up.

You will also well within your rights to step in if you feel that the conversation is in any way headed in an inappropriate or an ineffective direction. Spending 20 minutes talking about skiing or skating or any of those types of things, aren't necessarily what the platform has been designed for. Now, when it comes to a duty of care, I don't need to spend a lot of time here because you all work within a school environment with young people. As an educator or someone who works regularly with young people, you are well aware of both your and your school organisations duty of care and the responsibility that you have to students and the people around them.

Now, this duty of care is achieved by first and foremost, providing a safe and suitable environment for the call to actually take place and then implementing strategies to prevent any reasonably foreseeable injuries, whether that be physical or psychological by implementing relevant department school policies and managing employee conduct and performance.

Now, if you do have any concerns, for example, if during a call, you have a concern about the content that is being discussed or the manner in which the advisor is conducting themselves, or maybe the tone that's being used, as a first protocol, do what you can to redirect the discussion. This is one of those circumstances where it's worth stepping in and trying to move it into a different direction. Then even if you do get the call back on track, please make sure you let our UNIQ You school coordinator know as soon as possible after the call, as well as make a note of it in the post-call feedback form.

Now, unless otherwise arranged all calls are recorded, so we will have a record of any concerning behaviours of any participant on the call, in the very unlikely event that that was to arise. Now, all concerns of a serious nature will be escalated to UNIQ You as well as the school principal. As a matter of priority, the safety of the students involved in the service, as well as the experience for both yourself and the advisors is of the highest priority of ours. We take any concerns very seriously, so please don't hesitate to contact us if you're worried about anything whatsoever.

Now what to do if you would like some next steps. Our advisors are carefully selected and interviewed to be involved in the service. And they are very passionate about who they are and what they do. So naturally the students and maybe even yourselves might want to connect with them after the call for more information or advice.

However, any further contact must be arranged and supervised by a parent or guardian or an approved educator. If it's going to take place outside of the UNIQ You call format, essentially, any of this activity does then sit outside of UNIQ You's duty of care. If you'd like to inquire about mentorships, work, experience, apprenticeships, or guest speakers, either with a specific company or maybe a specific advisor, you can contact the school's coordinator at any time directly and they will get you in touch with the partner company who can then take it from there.

We are so excited to see UNIQ You calls taking place. Although it's predominantly an interaction between the girls and the advisors, as the career guidance officers or educators in their life, you do have the opportunity to develop your own knowledge and understanding of some fantastic industries and career pathways, while also playing an important role in facilitating and supporting your students' growth and allowing them to discover what is truly possible beyond the school gates.

How to have a 5 Star Video Call

So now we're going to get into how to have a five-star video call. As you are acutely aware, due to the rapid developments in technology and our new way of living, web calls and video calls are our new norm. Because of this, we've been provided with an amazing opportunity to develop a platform and a service that opens doors and breaks down the geographic, socioeconomic, and cultural barriers that prevent women and girls from having access to each other as inspiring role models.

However, for these one-on-one calls to be as engaging as possible, you must first master the perfect video call technique and etiquette. Now, I don't know about you, but my life has become fairly filled with regular video calls. But what that also means is sometimes I've gotten a tiny bit lazy in my organisation and getting ready for a call. It's easy to just jump on and whack on the camera and have a chat without really thinking through camera placement and lighting and how we're looking.

Now, we're not creating a film set here, this doesn't have to be anything complicated. There's just a couple of key things that you can do to try to improve the quality of the exchange that's going to take place. So first things first setting up for the call. Make sure that your student is ready by just getting them to sort of tidy themselves up a little bit.

It's really more about getting hair out of their face so that we can see their face and that the advisors can feel like they're speaking to them and having a direct conversation. Now reassure them that the person that they are about to speak to was 15 years old once or 14 or 17 or however old the student is. So this shouldn't be scary at all and that they are also excited to meet them and that they really want to help them with any of the questions that they have.

Also give them a little reminder about good eye contact. I know it's tricky when you're talking at screens essentially, and cameras might be positioned elsewhere, but also sitting on a call, looking down the whole time or looking around the room doesn't really create that connection and that bond that we're looking to do and foster that trust and communication between them.

Now, good lighting is also key. It plays a really important role in having a nice, clear conversation with someone. Trying to position the student, either near some natural light, or if you've got any light coming towards them rather than

behind them. If we haven't learned by now, having a window in the background is not a good idea because the light then darkens the capacity of the lens.

So find a space that is quiet and private, well lit and has minimal distractions and noise. Make sure your student has a copy of the questions they submitted with them, so whether that's printed out or on a device or somewhere handy, where they can make sure that they remember what it is they asked. The advisor will also have a copy of those questions and they should be able to drive the conversation themselves, but it's always handy to have it there.

Another good idea is a glass of water. Hopefully they will be chatting a fair bit. So that's always nice to have handy as well. Now we do ask that you connect to the call a few minutes ahead of time. The reason for that is because we have some inbuilt pre and post call surveys for both yourself and the student to complete before and after every single call.

I can't stress how important it is that both of you complete the surveys both before and then after the call, this is really going to help us identify whether the service is being effective, how we can improve it and what additional information we can actually provide yourself or your students in order to help their pathway development.

Once yourself and the student and the advisor all successfully connected on the call, just take a moment to adjust either your screen or the camera or the positioning to make sure that the student is positioned fairly front and centre and they've got that great connection opportunity with the advisor.

Hopefully you have a wonderful, successful call. Afterwards we do ask that you stay on for five minutes or those couple of minutes it takes yourself and the student to complete those really quick post-call surveys. Again, these are going to help us understand what the student learnt, what they needed out of the experience, and then how we can help both of you in the future and whether we can provide you with other assets or connections of information.

And that's it! I hope both you and your students have a brilliant UNIQ You experience connecting with amazing women from around Australia and hearing their really valuable advice.

Guide to Using Technology

(Coming Soon)

For the Students

Hello, and welcome to UNIQ You. My name is Tanya Meessmann, and I am the CEO and I just wanted to congratulate you for saying yes to this very exciting opportunity. We are thrilled to have you here, this unique platform (excuse the platform I'm going to do that a few times) will provide you with a world full of opportunities by giving you an unfiltered glimpse into life beyond your school gates, you get to be in the driver's seat of your life and have your own questions answered by our advisors that are currently working in awesome roles and industries all across Australia and beyond the wealth of knowledge and experience that lies within them.

It's going to be able to help you directly unpack what it is that you are passionate about as well as demystify your decisions at a time that can, for a lot of you feel quite overwhelming. This document contains just a few tips and tricks to ensure that you get the most out of this incredible UNIQ You opportunity.

Now when faced with so many career options and pathways to follow, it can sometimes feel overwhelming and confusing. It's our goal at UNIQ You to provide the kind of real-world advice and insight and answers to your questions that can be really great guidance for you who our next generation of future female talent.

So in order to discover what you are truly passionate about, but more importantly, to ultimately connect you with the most compatible women that we'll be able to help answer those questions you have, we have provided you with a fun, interactive, very short quiz over on our website, uniqueyou.com.edu.

Now this is a really, really good tool to align your values and personality and the things that you enjoy doing directly with roles and industries that exist in the world today, as well as expand your knowledge about those roles and pathways, and even the women in them that you may have never even discovered.

Now, if you've done the quiz and you're still not at the right place that you'd like to be, or maybe quizzes aren't really your thing, which is totally fine as well; within the explore function, you have two different options.

Now, if you are the type of person who is kind of curious and loves to discover things as you go, you're going to love our randomised feature. This button basically opens a collection of randomly selected industries, facts, roles, advisors, that we're focusing on for you to discover. Then if a role or an industry looks interesting you just click the button, it'll take you through to some more information, and then eventually to a woman who works in that space that you can book a call with, or if you don't see what you like, you just hit the randomised button and it'll give you another selection of options to choose from.

Now, if you are alternatively someone who already has a bit of an idea of what you're looking for, or if you're kind of like me, you often know exactly what you want, and you want to just get to the point, then you're going to love our filter function. So here you can refine your search by role or industry or interests or skills that you have to lead you to an advisor that exactly matches your career aspirations and goals.

Now, when it comes to choosing an advisor to speak to, you want to be sure that you are picking someone for the right reasons. Now, key points to look into before you book your call would be things like reading about their actual roles, what do they do, as well as looking into the industry that they work in, and then what opportunities lie within that.

Now this might also help you figure out which questions that you would like to ask them. When you do get on a call with them, additionally, you can look a little bit more broadly at the company they work for, or maybe their education history and career path and see if any of those choices they made or experiences they've had along the way, align with what you're considering for your own future pathway.

Once you've picked an advisor, you can use the share button so that you can either send it to yourself or your parents or your career and guidance officer. But ultimately what we want to be doing is remembering the name of the person that you would like to speak to. Your career guidance officer or your educator can then go ahead and make a booking within the system. Now, before your educated books, you in for the call, you're going to need to think of those questions I mentioned earlier.

So coming up with these questions might be really easy for some people and are a little bit harder for others, but remember, no question is ever wrong whatsoever. I've heard pretty much every question that any girls ever wanted to ask one of our advisors and I promise you, there are no wrong questions.

However, what I am going to ask of you is that you keep it specific to the context of conversation that we are aiming for here, which is around careers, education choices, life decisions they've made when they've been faced with something that's going to impact their pathway and the things that they have learned along the way, and the advice that they can give you.

So some examples of questions might be things like what subjects were you interested in or were you good at school? And did you find that they actually helped you after you left school? What did you study off to school? What do you love about your job? And then what do you not love about your job? Do you have any hobbies or interests outside of work? And do you still get the time to actually do them because work-life balance plays a really important role in our lives today? What has your career journey looks like after school and what led you to where you are today? And what advice would you give your younger self if you could give it to them today.

Now don't forget to write your questions down and then give them to your educator, and then you're all set for the call. Now, remember on the calls you really don't need to be nervous. We have met with each advisor and I can confirm for you that they are all amazing compassionate individuals with so much information and wisdom to share. They are here part of the UNIQ You service, because they want to be speaking to girls just like you.

Now, how to get the most out of the conversation when you actually do get on a call with the advisor. First things first, it's always handy to have a notepad and a pen. I know it's a little bit old school, but something that you can take notes on. If they say things that you want to remember later, make sure you have that handy so you can remember the advice that you're given.

Also ask questions in the moment when you have them, it's important you do this so you don't lose your train of thought. They will be very patient with you. If you need to lean in and say, oh, excuse me I was just wondering, and you can ask a question, obviously use your judgment that you're not interrupting them every 10 seconds, but it's much better to actually ask the question in the

moment, especially if the advisor refers to something that you don't understand.

In the professional landscape advisors, not just advisors, anyone who works in the professional landscape, sometimes we can have a habit of using acronyms. That's where you have the letters that stand for something or professional world words that are just basically relevant to our industry. So it'd be really easy for them to just go off on a stream of consciousness and say lots of things that you don't understand and for you to not put your hand up and actually get some clarity.

You've got these advisors for 30 minutes, make sure that what you were speaking to them about is clear and understood, and you can remember it later. So you're welcome to interrupt them politely and just ask them to clarify. It's important to me that you don't leave these calls with your head swirling with even more questions.

Now, what to expect from your advisor. Your advisor has so much knowledge and wisdom and experience to provide you with their career path and their life path has ultimately shaped them into who they are today and with that, they can provide you with that real world insight that you can't get anywhere else, which is really invaluable.

However, it is important to understand that every journey, every different person's journey is unique...I told you I was going to keep going with those puns. We ask that you remain respectful to the advisor's vulnerability when they are sharing their story with you also be aware that the advisor won't necessarily be able to answer some of your really specific questions about pathways and subject selection, because that's not actually their job. They do other jobs.

However, your educator, your career guidance officer will be there in order to work with you after any calls, to do some further research and exploration on anything that has come up as new ideas. It's through the advisors unfiltered stories and experiences that you're going to gain an unfiltered glimpse into what is possible.

Now to next steps after a call, once you've successfully made it to the end of the call, and I'm sure you've walked away with so much new knowledge and interesting career insights, you might be thinking to yourself now what?

So sadly the journey with that particular advisor ends at that point in time. But while you won't be able to connect with them directly after the call, unless it is organised by your parent and educator or a guardian, you can actually follow these two steps to further keep discovering those passions and potential pathway options.

So firstly, if your school gives you permission and they have capacity to do so, we encourage that you book in calls with other different advisors. Having multiple perspectives and advice is really going to broaden your knowledge and your horizons even further.

Then secondly, do some research into what you've learned from the advisor and their story. Look into the university or TAFE or alternative pathways and study that you can be doing and speak to your career and guidance officer about possible pathway options moving forward.

That's it from us a big congratulations for saying yes to this amazing opportunity one that is going to build your knowledge and your confidence and expand your career pathways into places that you never thought even existed or were possible before. The team and our advisors and myself at UNIQ You are really excited to see where you're going to go in the future.