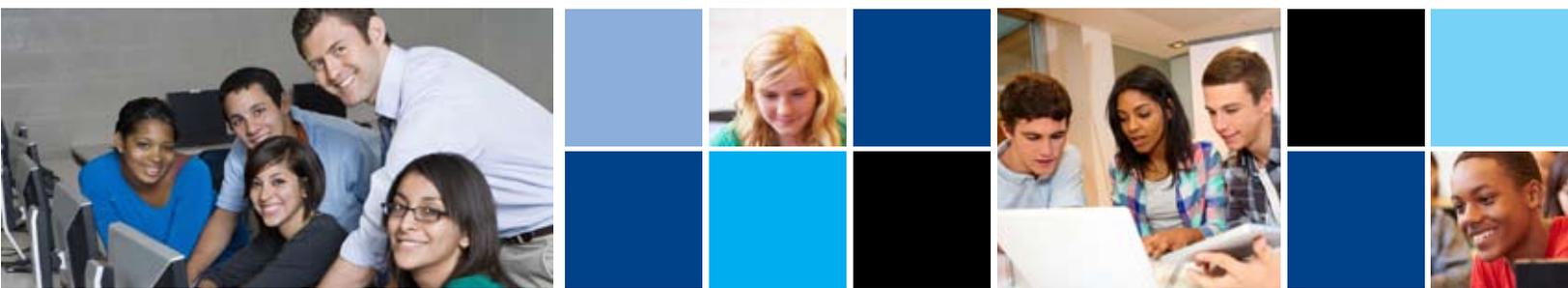


Peoples *Bank*

**Careers in Business
and Marketing
Instructional Guide**



Real People. Real Jobs. Real Opportunity.





Purpose of READY NWI Video Series and Instructional Guide

The READY NWI video series offers an opportunity for viewers to look inside a company to discover and learn about their mission, daily operations, and what their scope of service entails. The videos posted on the READY NWI webpage offer advice and guidance on how to begin pursuing each career, while providing information on the “ins and outs” of the company. Employers discuss such topics as character traits required for employment, expectations for intern performance, the importance of a college education, and how to determine what career may be a good fit when looking through the lens of a potential employee.

Goal Attainment for READY NWI Video Series

Learners are to watch the videos, participating in discussion while retaining pertinent information about the company being viewed.

Outline for Students, Parents, Instructors, and Classrooms

*Topics and Discussion Points
(target 6 – 8th grade students)*

1 GROUP ACTIVITY

- A. Discussion regarding services of community banks
- B. Discussion regarding types and services of other banks

2 QUESTIONS FOR VIDEO COMPREHENSION

- A. This section ensures concepts from the video are understood.
- B. Requires pen and paper

3 TEACHING SESSION RECAP

- A. This is the student’s specific takeaway
- B. Requires pen and paper

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**NOTES FOR THE
INSTRUCTOR OR
FACILITATOR**

Here are several spring-boards for discussion to be used in conjunction with the READY NWI Videos:

- Be professional
- Honor the employees who hired you
- Try to volunteer at a company



About the Company:

Headquartered in Munster, Indiana, Peoples Bank provides a wide range of consumer, business, and wealth management products, as well as a tradition of high-quality performance to the residents of Lake and Porter Counties.

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1 GROUP ACTIVITY

The following section is for discussion with the students after watching the video.

There are many different types of banks. People's Bank is a community bank which is a depository institution that is typically locally owned and operated. Community banks tend to focus on the needs of the businesses and families where the bank holds branches and offices. Name some services that a community bank offers. What other types of banks and services that those banks may offer?

2 QUESTIONS FOR VIDEO COMPREHENSION

The following section requires a writing utensil and a paper, or a computer. The student, after viewing the video, should be able to answer these questions, ensuring they understood the video. The activity is best completed by each student individually, but can also be done as a pair discussion.

1. To you, a middle school student, what does it mean for People's Bank to be a top 200 community bank?
2. This bank has a rich history of doing excellent business with consumers, what qualities do you think the managerial staff have?
3. How can you learn to be marketable as a middle school student?
4. As a bank, how do they implement the problem solving mechanism?
5. What are the benefits of being a part/time full time employee?
6. What division of the company would you want to be in?
7. How can you prepare yourself to be a part of this bank?

Bonus Question:

Which employees (types of jobs or job titles) are represented in each question?

3 TEACHING SESSION RECAP

After the group discussion and video comprehension sessions have been completed, each student should have a pen and paper in order to engage in the next process. The goal of the Recap is to integrate ideas spawned during discussion with comprehension questions administered.

1. What was your favorite segment of the video?
2. What did you learn about this genre of work?
3. Was there a new idea or concept that you now understand?
4. Could you work in this field?
5. If you could ask an employee at People's Bank one question, what would it be?

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