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Youngsters from 12 to 18 years old

Insights on how
to communicate with youngsters about
education and career opportunities

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Framing expert at Taalstrategie

Researching public frames and consulting on how to handle
these frames







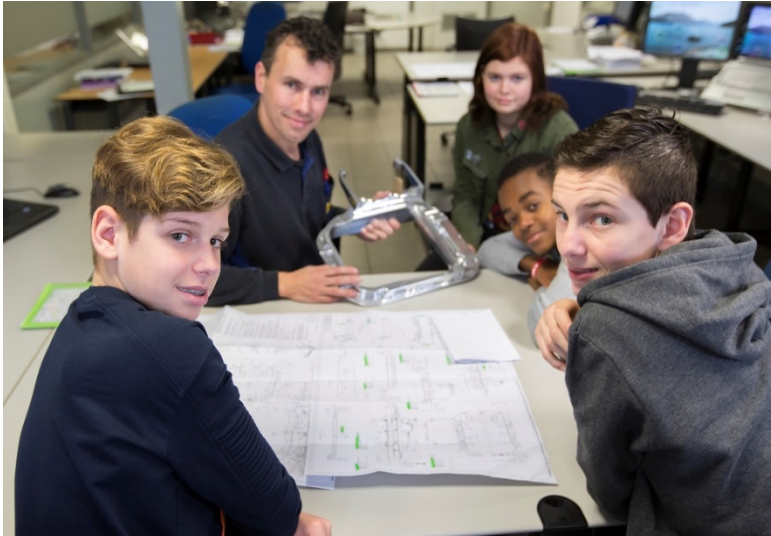
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- Investment 5 year period and longer..
- 7.5 million each year
- Governance in coöperation with employee and employers organizations



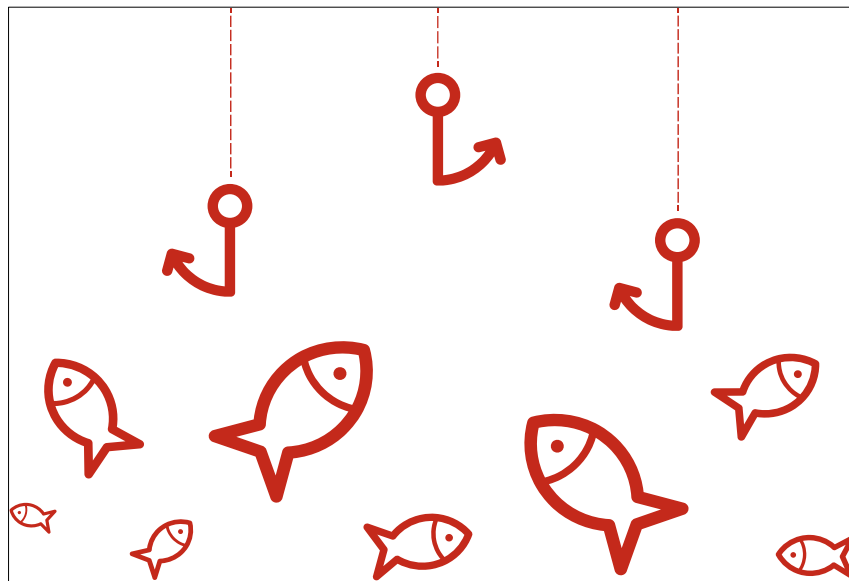
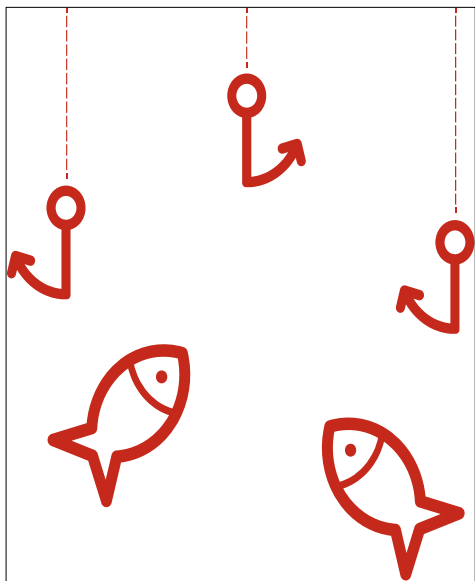
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- Shortage of youngsters with vocational training in the Netherlands
- Other skills needed for the long-term; more emphasis on soft skills
- Image of working in vocational professions needs to change



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**Programs based on scientific
research or insights**



**Business to business
approach**



**Sharing knowledge and
developing practical tools**



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Attitudes about education and career

[Movie \(link\)](#)



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What do you see,
what do you hear...
and what
do you think?



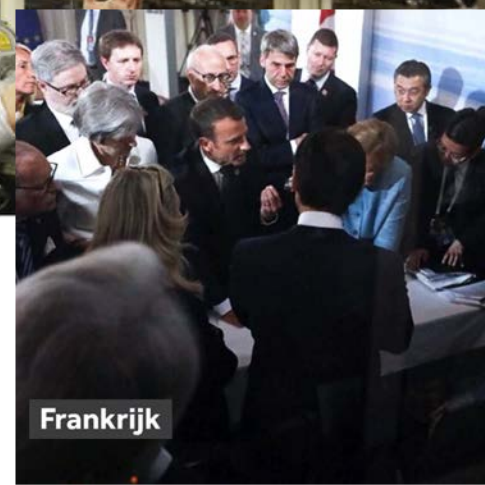
...It's a matter of **perspective**



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Apple



In the end...
every image
shows a
different
reality



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So what is a frame exactly?

Framing is to choose your **storyline** and **words** strategically that leads others to **accept one meaning over another**. It changes what people **see, want and do**. If the frame **fits the brain** of you audience, your story will be **heard, remembered and acted upon** without people feel like they have been **manipulated**.



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It's not what you **say**,
it's what people **hear**.





STOP
DISMEMBERING
UNBORN
BABIES

A red banner with white text. The word 'STOP' is in large black letters at the top. Below it, 'DISMEMBERING' is in red, 'UNBORN' is in white, and 'BABIES' is in white. A pair of surgical scissors is positioned to the right of the text.

(Emotion) : protecting life

(Story) : framing mothers as needy and confused and doctors as murderers in cold blood

(Words) : calling yourself 'pro-life' and showing lots of blood spill



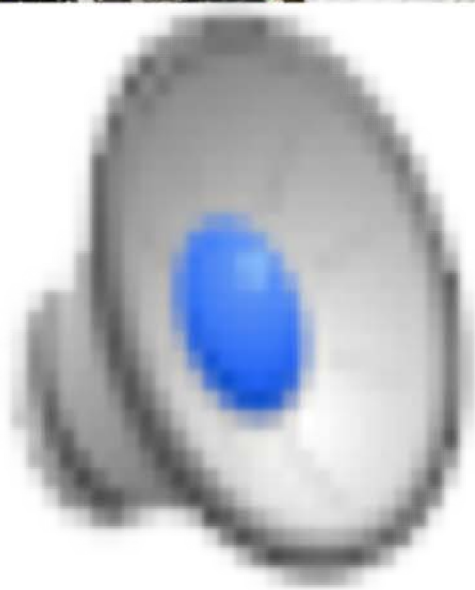
(Emotion) : autonomy over your own body

(Story) : framing mothers as people who want control and government as (should be) non-intruding

(Words) : calling yourself 'pro-choice' and showing strong women with ambitions



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Frames **shape** our
expectations about
what's what

...so it matters
what **stories you tell**



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Stop saying what it's not



Vaccinate with confidence

The rise in autism cases is not from vaccines

- PRE-1980** No separate classification for autism diagnosis. 'Autistic' only used as a term to describe childhood schizophrenia.
- 1983** Rigid definitions of autism. Diagnostic criteria not consistent. Actual rates not meaningful or reliable.
- 1994** Changes in the DSM-IV. Broader definitions. Aspergers syndrome is included. Explosion of "new" diagnoses.
- 2008** Better broader, earlier diagnosis. Rediagnosing old cases. Statistics catching up
- 2013** Better awareness, educational resources and inter-ventional funding. More changes to the DSM.

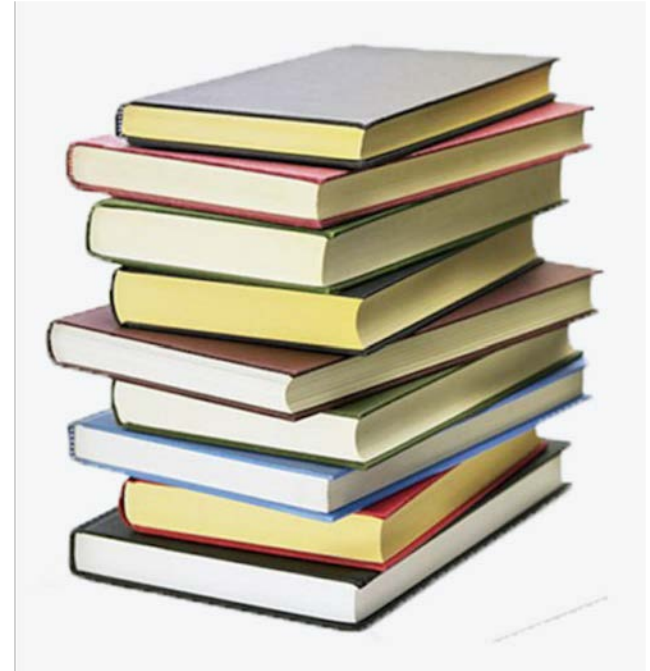




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Framing learning & working in tech





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**Positive
perspective**

**Negative
perspective**

Versatile & fun

Born this way

A true expert
(m/v)

Not for girls



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Three tips to frame **right**

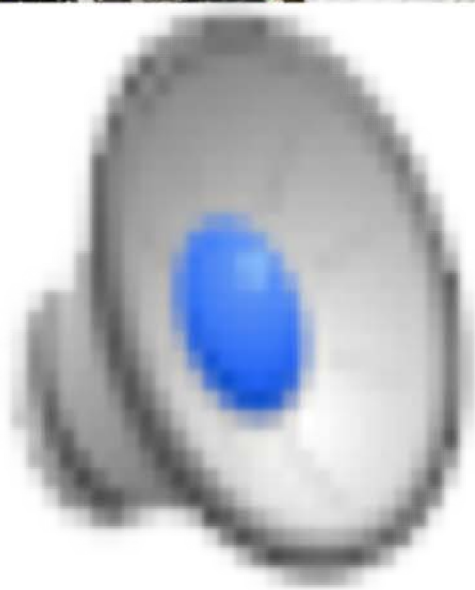
Tip 1: Zoom in! Tell stories about real people whenever possible that show either how fascinating the tech world is or how you are trained to do something other cannot

Tip 2: Combine benefits! Add a positive career perspective: the world is driven by tech, so the value of tech people will be high and constant

Tip 3: Be concrete! The world of tech can be very abstract and many have stereotypical ideas, so replace those with surprising examples and stories



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How to **avoid** bad framing

Tip 1: Tell about girls in tech, but without talking about their struggle or solely focussing on the problem. Talk about how they have found their way in tech

Tip 2: Focus on *learning*, not *being*. Stories about people 'being a perfect fit' or 'natural born talent' can be off-putting. Instead, tell stories about people becoming a perfect fit for their work

Tip 3: Tell what it is, not what it's not. Only speak about what should stick in their brains. So no more '*tech is not only for nerds*', '*this is not hard and dirty work*'!



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Let's go to [Kahoot.it](https://www.kahoot.it)



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Now we've gained insights in the way
attitudes regarding education and career are
formed at a young age



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The power of images



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Now we've gained insights in the **power of images**
and the importance of using them carefully



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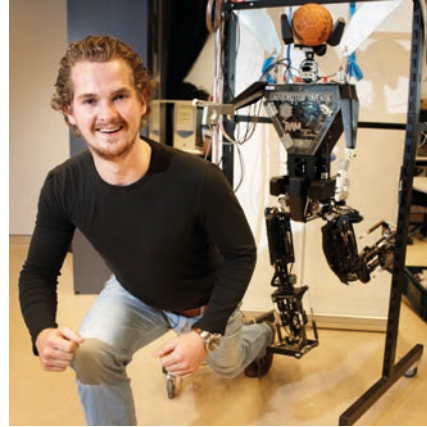
Motivation of youngsters



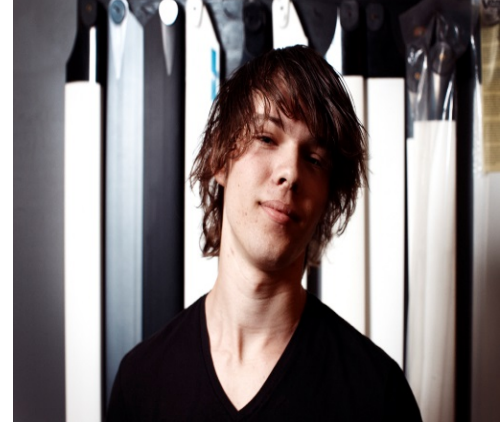
Concrete Bèta
How to *make* things?



Career Bèta
How to get *results*?



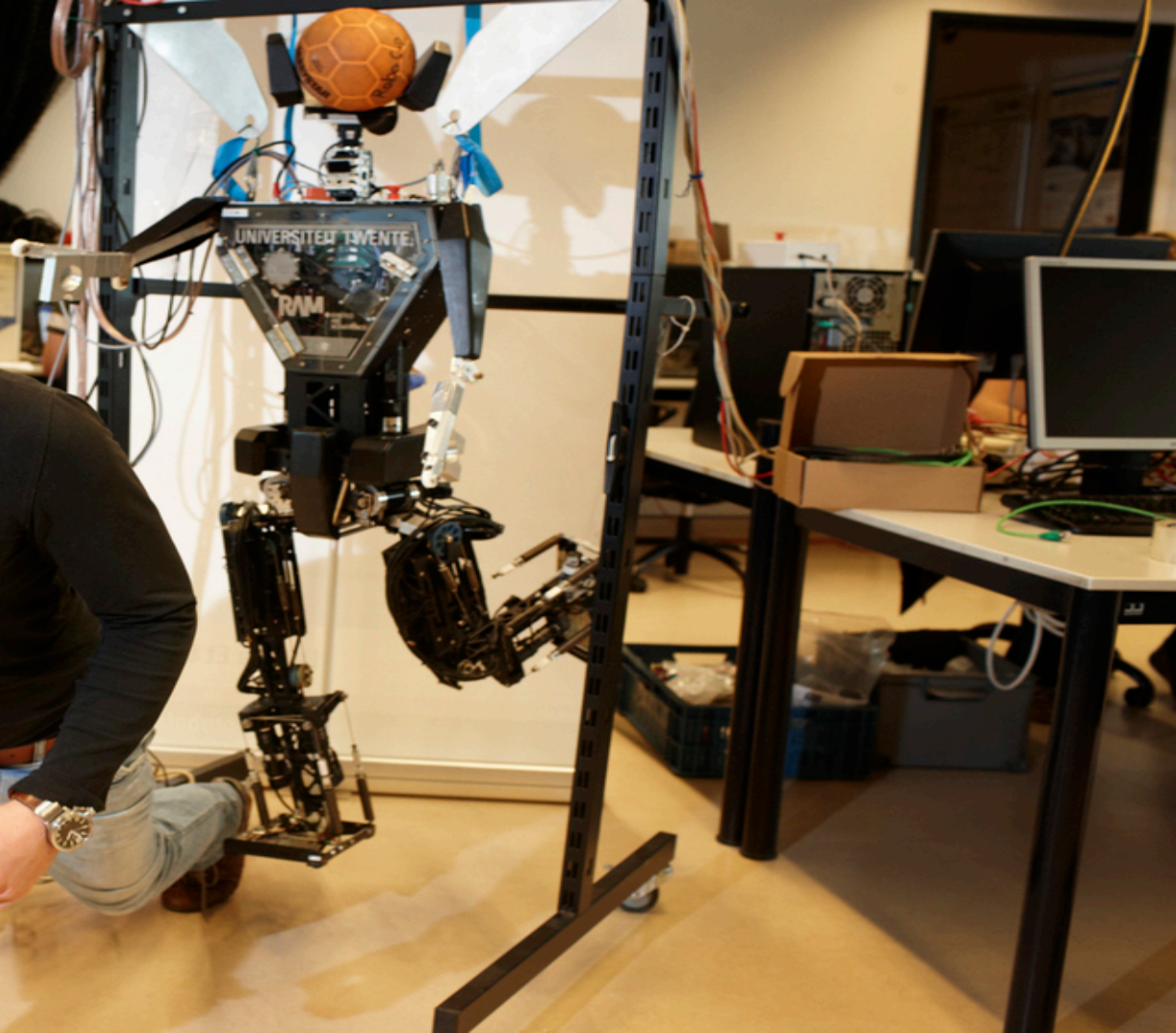
Social Bèta
How to be of *importance*
to others?



Non Bèta
How to have a *good time*?











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Now we've gained insights in **motivation of youngsters**
regarding their career decisions



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In short - insights in ways **attitudes** are formed at a young age

1. Start as early as you can to open their minds about their possibilities.
2. Introduce them to a variety of role models, across gender and social class
3. Beware of presumptions, we all have them.
4. Work together with teachers. They are the entrance to the mind of the youngsters
5. Always(!), prepare – act - reflect



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In short – insights in the **power** of images

1. Images influence people subconsciously
2. Dynamic, clear and contemporary impressions are more important than the accuracy of the operation. Dare to appeal to their imagination
3. Use a diversity of models in order to appeal to new target groups.



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In short - insights in **motivation of youngsters** regarding their career

1. No two youngsters are the same. Dig into their perceptions of the world before you act.
2. Dare to choose your target group according to their mentality and live up to it
3. Treat them seriously. A fun activity is not always what their looking for.



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How to use the insights in your (future) school program?

- Choose your goal according to your available time and budget
- Get in touch with local schools and develop your activity/program together
- **Make sure the teacher is a visible part of the activity**
- **Always prepare – act – reflect with the children/youngsters**
- **Challenge them according to their motivations**
- Make sure you tell or show a diverse story about your business
- Use images that appeal to them





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