



PT WORK Force® is making it easier to explain what you do so others are able to say “Ah, now I get it” with four “one-minute conversation starters” for discussions with high school students, technical/community college students, parents and individuals making interesting in a career change.

Each conversation starter is approximately one-minute long when spoken. Use these as they are OR adapt to your own style. Change the wording so you are comfortable with what you are saying. Make it your own!

If you have any suggestions on how to explain power transmission/motion control distribution to those who may not know anything about the field, please send them to [foundation@ptda.org](mailto:foundation@ptda.org).

### **Conversation Starter: High School Students**

Use the following conversation starters when talking with high school students at a local career fair, when you have a class touring your facility, etc. The bolded words are what is most important to this particular group.

*I work in the power transmission/ motion control industry. We keep industry moving. The parts we make/ distribute can be found in the equipment that makes things you use every day— from the companies that make your shoes to the companies that make potato chips. My job is to help our customers find ways to make their production or products more efficiently.*

*I've learned an awful lot about most industries and call on that knowledge every day. Each day holds a different learning experience. I can be at a medical equipment manufacturer installing a part on a line that makes MRI machines on Monday and at a brewery the next day. Every day is different.*

*I think one of the most overlooked aspects of my job is that the working environment is modern and clean.*

*I've made many friends in the industry, worked in many phases of the business, learned more than I could have thought possible. I make a good living for my family. That's why I've stayed.*

### **Conversation Starter: Technical/Community College Students**

Use the following conversation starters when you attend a community/technical college career event. These are students who most likely have some type of hands-on experience and are potential candidates for your company. The bolded words are what is most important to this particular group.

*I work in the power transmission/ motion control industry. My job combines working with my hands as well as my brain. It gives me the opportunity to see how things are produced, assist customers with their product needs and develop relationships along the way.*

*I am passionate about helping businesses succeed in the industrial market. The PT/MC industry makes possible the things you may take for granted – the transportation you use, the food you eat, and the electricity you need to power your home (and your iPhone) are just a few.*

*I love helping my customers find solutions to their problems and every day is different. I can be at a medical equipment manufacturer installing a part on a line that makes MRI machines on Monday and at a brewery the next day. It is a very rewarding career.*

### **Conversation Starter: Parents**

Use the following conversation starters when talking with parents. This is a group you really need to “sell” on our field. Their image of our workplaces is from many years ago. They are very instrumental in helping their child find a career. The bolded words are what is most important to this particular group.

*I know you want the best for your child. A career in the field of power transmission/ motion control will provide unique learning experiences, the opportunity to see how things are made, career growth and a good living for their family.*

*PT/MC distributors and manufacturers are problem solvers. Our customers come to us with issues that are limiting their production or are required to complete a project. Distributors/Manufacturers are their partners in coming up with solutions that can save time, money and solve problems.*

*Distributors/Manufacturers have modern technology, clean work places and offer career advancement to those willing to learn and grow. Every day offers a new learning opportunity. If your child likes to work with their hands, has a curiosity about how things work and is willing to learn new things, this is a GREAT career to be in.*

### **Conversation Starter: Career Changers**

Use the following conversation starters when talking with career changers. This group has had some work experience and is now ready for a change. Tell these potential candidates why you love what you do and how you have benefitted from your career. The bolded words are what is most important to this particular group.

*I really love the power transmission/ motion control industry. It has provided me and my family with a good living over the past xx years. If you enjoy a challenge, like variety in your day, are a problem-solver and want to develop relationships with your customers, then you should think about the field of industrial distribution.*

*I've seen how a variety of products are made and marveled at the technology involved. It takes knowledge to operate the machinery involved. This industry makes possible all the things you take for granted – transportation, food and beverage manufacturing and packaging, oil and gas distribution, waste recycling, mining – I could go on but I think you get the picture.*

*This field will offer you the opportunity to grow and learn new things as well as provide for your family.*