

**Explore** *for more*
Speaker's
Training
Guide

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A. The Explore for More Recruitment Campaign

To attract new workers to the industry in the face of a looming labour shortage, the **Mining Industry Human Resources Council (MiHR)** has launched the Explore for More (EFM) attraction, recruitment and retention campaign. Showcasing the bright future of the mining sector and the wide range of opportunities available, the campaign aims to attract career seekers to the industry and increase the labour pool. The primary groups identified as employment recruiting targets are Aboriginals, new Canadians, women and youth.

MiHR has developed a variety of tools and recruitment methods as part of the Explore for More campaign. One of these methods involves outreach into the community through speaker presentations. The speakers—individuals like you—come from different regions of the country, have a wide range of experiences in the mining industry and a passion for the vitality of the sector. Based on their experience, speakers can provide career seekers with real insights into the mining and metals industry, and offer an appreciation of its diversity and appeal.

As a speaker, you may be invited to give presentations at schools, community and recreation centres, industry organizations or career fairs. In doing so, you will play an important role in raising awareness about the mining industry, addressing negative perceptions, and steering interested audience members to appropriate resources. You can also take pride in knowing that your presence in communities and classrooms will help guide career seekers of all ages toward a satisfying and sustainable career in an exciting and rapidly evolving field.



B. The Speaker's Training Guide

The Speaker's Training Guide is a handy resource that will help you prepare for presentations. This guide includes:

- presentation tips
- frequently asked questions
- fast facts
- a presentation preparation checklist
- resources

The material you will need to make a presentation is available to download from the Explore for More website. Visit www.acareerinmining.ca and click on Speaker's Bureau. Here you will find:

- PowerPoint presentations tailored to specific target groups (Aboriginals, new Canadians, women, elementary students, secondary students and post-secondary students); each PowerPoint is available in a short version (approximately 15 minutes) and a long version (approximately 30 minutes); all presentations begin with a three-minute video
- speaker's notes to accompany the PowerPoint slides
- a brochure that you can distribute to participants after the presentation

Through the Explore for More website, you can also order a pull-up display banner, and leave-behind materials such as EFM kit folders containing profiles of men and women working in the mining industry.

Material on the website is available in PDF format. The presentation can be downloaded either as a PowerPoint document or as a PDF that can be printed on overheads.

The resources section of the site will continue to develop. When new resources become available, speakers will receive an email, notifying them of the new tool.



C. Preparing to Present

Before you make your first presentation, practise. Run through the presentation once or twice to be sure you know it well. As you run through the material, time yourself. Mark down in the speaker's notes how long it takes you to get through each slide, then double that amount.

Delivering a presentation can take twice as long as practising it, especially if the audience asks questions.

Make sure that you know how much time you will have for the presentation. Depending on how long you have, you can choose either the 15-minute or the 30-minute PowerPoint.

It's important that you find out well in advance who your audience members will be. This will allow you to select the appropriate PowerPoint. (As mentioned above, there are

presentations targeted at Aboriginals, new Canadians, women, elementary students, secondary students and post-secondary students.) It will also help you tailor the material and your delivery to the age, interests, education level and language abilities of your audience.

For example, you would use different language/presentation styles when speaking to elementary students than you would when presenting to post-secondary students or to new Canadians. The content would also be different. Although the PowerPoint presentations are adapted to specific groups, feel free to customize the material as you see fit. You may decide to skip certain slides or vary the type of questions you ask participants.

Use your judgment, get creative and have fun! Your enthusiasm will go a long way toward sparking the interest of your audience.

Consider making printouts of your presentation slides so that participants can follow along and make notes.

Before leaving for the presentation, make sure that you have everything you need. Find out if the equipment (projector, computer, screen) will be available at the site or whether you'll have to bring them yourself. Phone ahead to confirm the arrangements. Ask if you can have someone help you set up, especially if you are going to be using a digital projector and a computer.

You can use the Presentation Preparation Checklist in this guide to make sure that you're ready to go.

Presentation Tips

The following tips and suggestions will help you deliver an effective presentation.

1) Know your objectives. Keep in mind what you want your audience to get from the presentation. Overall, you want them to know:

- more about the mining industry
- the importance of mining to everyday life and the economy
- what the educational requirements are for a career in mining
- who to contact to get started in the industry
- where to go for more information

Key messages you should try to convey will vary slightly depending on your audience. They are as follows:

Aboriginals: environmental sustainability, stability/security of the industry, great pay, great opportunities, variety of jobs

New Canadians: stability/security of the industry, great pay, great opportunities, respected careers, variety of jobs, ability to make a difference, advanced technology

Women: respectful environment, flexible schedule, great pay, great opportunities, variety of jobs

Elementary students: interesting jobs, adventure, discovery, importance of mining to everyday life (e.g. objects we use)

Secondary students: careers for a variety of education levels, variety of jobs, great pay, great opportunities, adventure, discovery

Post-secondary students: careers to match the education you have, variety of jobs, great pay, great opportunities, adventure, discovery

2) Know your audience. Know the needs of your audience and match your content and delivery to these needs. (See Preparing to Present above.)

3) Know your material. Make sure you're familiar with the presentation, frequently asked questions and fast facts so that your delivery is smooth. Look over the Resources section of this guide so that when audience members ask for more information, you'll know where to direct them.

4) Know your equipment—or someone who does. If you haven't worked with PowerPoint before, arrange for



technical assistance. Make sure someone is available to look after the technical details such as hooking up your laptop to the projector, and troubleshooting the PowerPoint program if anything goes wrong. Practise using the PowerPoint presentation. Work on a smooth transition between slides. (See PowerPoint shortcuts below.)

5) Speak so that participants can hear and understand you. Project your voice to the back of the room and avoid the temptation to speak too fast. Speaking slowly and clearly is especially important if participants' first language is not English.

6) Try not to read from your notes. Your presentation will be more engaging if you make frequent eye contact with the audience. Practise the presentation until you're comfortable looking up from your notes.

7) Encourage audience participation. Ask questions and encourage participants to share their thoughts and experiences. Lively discussion sustains interest.

8) Don't turn your back on the audience. People will have difficulty hearing you if your back is turned. If you need to see a visual, position yourself at a 45-degree angle to the projector screen, whiteboard or flipchart.

9) Avoid *ah*, *um* and *like*. These expressions distract from what you're saying and diminish your authority. They also make you seem unprepared. If you do tend to say these things, use practise sessions to eliminate them. It may take you some time before you can remove them from your delivery.

10) Don't fidget. Small gestures can distract an audience. Avoid playing with jewellery or hair, constantly adjusting your glasses, jingling change in your pocket, or leaning against a wall or cabinet for support. If you do these things, use practise sessions to eliminate them.



Before the Presentation

1) Take some time before the presentation to review the slides and your notes.

2) Arrive 20-30 minutes before the presentation so that you have time to set up. You might ask if there is an audio-visual assistant who can help you. Make sure that you are positioned where everyone can see you and where you can see the screen and change the slides. Ask for a table and chair or a lectern if these haven't been provided.

3) Put the title slide (Slide 1) up as soon as you enter the room and have the projector going. Leave this slide up while the participants enter and while you introduce yourself. (Similarly, leave the last slide up after the presentation while participants are asking questions and chatting with you.)

4) As participants enter, greet them individually if you can. Introduce yourself with your first name, and if the group is small, ask each participant his or her name. If the group is large (10 or more), greet as many people as you can. If you can remember participants' names, use them during the presentation. Using names sets an informal tone and makes participants more willing to ask questions and provide information. You might consider using name cards.

5) When the group is settled, ask for their attention. Introduce yourself with your full name and say a little bit about yourself: what your job is,

what you do (or did) within the mining industry, how you feel about the profession. Also, explain why you are there: "I'm a speaker with the Explore for More program, and I'm here to talk to you about careers in mining..."

6) If there is time and the group is small, ask participants to introduce themselves and say a word or two about what they are considering as a career. You might ask the group if any of them have ever thought about a career in mining. (If the group is large or if you are pressed for time, skip this step.)

PowerPoint Shortcuts

Below is a handy quick-reference list of keystroke shortcuts to use with PowerPoint slide shows in full-screen mode.

Description

Stop/Restart an automatic slide show
Advance to next slide

Return to previous slide

Go to slide

Go to next hidden slide

Return to first slide

End slide show

Display black screen

Return to slide show from black screen

Display white screen

Return to slide show from white screen

Erase on-screen annotations

Change pointer to pen

Change pen to pointer

Hide pointer and button temporarily

Hide pointer and button permanently

Display the shortcut menu

View a list of controls during a slide show

Shortcut

S

N, ENTER, the SPACEBAR, or mouse click

P or BACKSPACE

[slide number] + ENTER

H

Click both mouse buttons for 2 seconds

ESC

B

B

W

W

E

CTRL + P

CTRL + A

CTRL + H

CTRL + L

SHIFT + F10 or right-click

F1



D. Frequently Asked Questions

Below is a list of questions that participants may ask during or after your presentation. Be sure to tailor the responses to your audience; some audiences may not require all the information provided below. Read through the list and familiarize yourself with the answers. If possible, allow 15 minutes after your presentation to take questions.

Education and Training

Q1: Where can I get training to work in the mining industry?

A: Many Canadian colleges and universities provide training to work in the mining industry. You can learn more about programs offered across Canada by going to www.acareerinmining.ca and clicking on Training and Education. You can also provide audience members with the MiHR Education Brochure available at www.acareerinmining.ca.

→ NOTE: Before your presentation, it's a good idea to research the opportunities provided in the colleges and universities in or near the community where you will be presenting. You can also refer the audience to the Association of Canadian Community Colleges (www.accc.ca) and

the Association of Universities and Colleges of Canada (www.aucc.ca) for further information on training.

Q2: Are apprenticeships available in the mining industry?

A: Yes! The mining industry includes a long list of Red Seal trades. You can search for apprenticeships in the Student-on-the-Job Board at www.acareerinmining.ca.

→ NOTE: The Red Seal Program was established to provide greater mobility across Canada for skilled workers. Through the program, apprentices who have completed their training, as well as certified journeypersons, can obtain a Red Seal endorsement on their Certificate of Qualification and Apprenticeship by successfully completing an Interprovincial Standards Examination.

The Red Seal Program encourages standardization of provincial and territorial apprenticeship training and certification programs. The Red Seal allows qualified tradespersons to practise the trade in any province or territory in Canada where the trade is designated, without having to write further examinations. To date, there are [49 trades](#) included in the Red Seal Program in Canada.

Provinces and territories are legally permitted to designate trades and develop apprenticeship programs for their own requirements. Thus, more than 300 apprenticeship programs are available across Canada. The [Ellis Chart](#), produced by Human Resources and Social Development Canada in collaboration with the provinces and territories, provides detailed information about apprentice training programs across Canada. For more information, go to www.red-seal.ca/Site/index_e.htm.

Q3: How do I become an apprentice?

A: In Canada, each province or territory is responsible for setting its own rules and regulations for apprenticeship training. To find out how to become an apprentice, contact your provincial/territorial government apprenticeship office. For more information, go to www.caf-fca.org/english/faq.asp.

Mining as a Career

Q4: Do jobs in the mining industry pay well?

A: Absolutely! The mining and metals industry is the second highest paying industry in Canada. In 2006, average weekly earnings in the metal mining industry were \$1108, compared to \$967 in forestry, \$895 in construction and \$965 in finance and insurance. An entry-level worker can make more than \$50,000 a year, and many earn over \$100,000 a year. As well, companies usually provide substantial bonuses and benefits packages.

→ NOTE: You will find a breakdown of salaries in the Explore for More kit folder available at www.acareerinmining.ca. More information on salaries is also included in the Mining Association of Canada's publication *Facts and Figures: A Report on the State of the Canadian Mining Industry*, at www.mining.ca/miningworks/media_lib/documents/Facts_Figures_2007_E.pdf.

Q5: Do people who work in the mining industry get health benefits and pensions?

A: Yes. Mining companies value their employees and offer competitive health benefits and pension plans. In addition, many employers offer ongoing training and skills upgrading to their employees.

Q6: Where are most of the mine sites in Canada located?

A: Sites are located all across Canada. Most mines are located in rural and remote areas and in the North. Working at these sites allows access to outdoor activities and a

lifestyle that is prized by many Canadians. For those who prefer a more urban lifestyle, there are some mines located closer to larger centres, including Saskatoon, Sudbury and Windsor, to name a few.

→ NOTE: The map included in this guide shows some of the mine sites across Canada. Do some research to familiarize yourself with the sites located in the region where you will be presenting.

Q7: I've heard that workers are sometimes flown into mine sites to do their job. How does this work?

A: Fly-in fly-out is common in the [mining](#) industry, as mines are often located in areas far from larger centres. Rather than relocating the employee and their family to a remote area, the employee is flown to the work site from a larger centre. The employee works for a number of days and is then flown back to their home town for several days of rest.

Fly-in fly-out jobs usually involve working 12-hour shifts. When on the work site, employees are provided with housing and food, meaning that all wages earned are brought back home.

Q8: Are there many jobs that would allow me to have flexible hours?

A: Yes. With over 120 careers in the mining industry, a variety of work situations is possible. Some positions have standard 9 to 5 hours. Others involve shift work, where employees might work for a set number of days, and then have several days off. Employees working in fly-in fly-out operations, may work for a number of weeks, and then fly home for several weeks.

Q9: If I work on a mine site, will I work all year round? Or will there be times of the year, like winter, when I won't be working?

A: Most mines operate year round. However, if the operation is fly-in fly-out, weather can be a factor just like with any other job.

Q10: Are there many women in the mining sector?

A: Twenty-five years ago, the answer would have been a resounding "no." However, over the past few years this has been changing. The Canadian mining industry is making an effort to attract and develop a workforce that is more representative of Canada's diverse population. Recruitment campaigns are focusing on women, new Canadians and Aboriginals. The time is right for women to pursue a career in mining.

Finding a Job

Q11: How do I go about finding a job in the mining industry?

A: Visit www.acareerinmining.ca and go to the Find an Employer section. If you're looking for student jobs, go to the Student-on-the-Job Board. This board will also take you to other mining industry job boards, such as www.pdacjobs.com.

→ NOTE: Before your presentation, you may want to re-search jobs available at mines in the region where you will be presenting.

Q12: You say that there's going to be a labour shortage in the coming years, but what if metal prices fall?

A: Mining is a cyclical industry. However, because of economic and demographic factors, tens of thousands of people will be required over the coming years, even if metal prices fall.

Health and Safety Issues

Q13: Is mining dangerous work?

A: The Canadian mining industry has an excellent safety record. In fact, it is one of the safest of all heavy industries. It has a lower rate of injuries and illnesses per 100 employees than in the agriculture, construction or retail trades.

Policies and regulations require workers to wear proper protective equipment. Employers realize that their most valuable resource is human, and work hard to ensure that health and safety mechanisms are in place. And as technology advances, safety continues to improve.

Mining in Canada is heavily regulated both federally and provincially to ensure that safety standards are met. For more on federal, provincial and territorial regulations, go to http://www.nrcan.gc.ca/mms/busi-entre/mlr_e.htm.

Mining, the Environment, and Corporate Responsibility

Q14: Isn't mining bad for the environment?

A: All mining has some impact on the environment. However, environmental considerations have never been more important to companies than they are today. Canadian mining companies are now global leaders in environmental performance.

Mining in Canada is heavily regulated federally and provincially to ensure environmental standards are met. From

exploration to reclamation, businesses, communities, and government are committed to responsible environmental practices. For more information on federal, provincial and territorial regulations, go to http://www.nrcan.gc.ca/mms/busi-entre/mlr_e.htm.

→ NOTE: Before your presentation, you may wish to review the Mining Association of Canada's *Towards Sustainable Mining Progress Report*. This report highlights some of the sustainable development initiatives being undertaken by the Canadian mining industry. You can review the report at http://www.mining.ca/www/Towards_Sustaining_Mining/index.php.

Q15: With so many mining companies merging and being taken over, aren't Canada's natural resources being bought up by large foreign companies?

A: No matter who owns a mine, federal and provincial taxes and royalties ensure that Canadians benefit from the development of our country's natural resources. These taxes help pay for important programs and services that benefit all Canadians. The mining sector contributes over \$40 billion to Canada's GDP each year, regardless of who owns the mines.



E. Fast Facts

- Canada is the world's leading producer of uranium and potash, accounting for roughly one-third of total global output.
- In 2006, weekly earnings in the Canadian mining sector were \$1108. In the same year, the average earnings in forestry were \$967; manufacturing \$906; construction \$895; finance and insurance \$965.
- At the start of 2007, there were approximately 820 producing mining establishments in Canada (includes metals, non-metals and coal mines).
- At the start of 2006, almost 200 producing establishments (metal, nonmetal, including peat bogs and coal mines), over 3000 stone quarries and sand and gravel pits, and about 50 nonferrous smelters, refineries and steel mills were operating in Canada.
- The mining industry is an important contributor to Canada's economic strength. It contributes \$40 billion to Canada's annual gross domestic product (\$10 billion in mining extraction and \$30 billion in mineral processing and manufacturing).

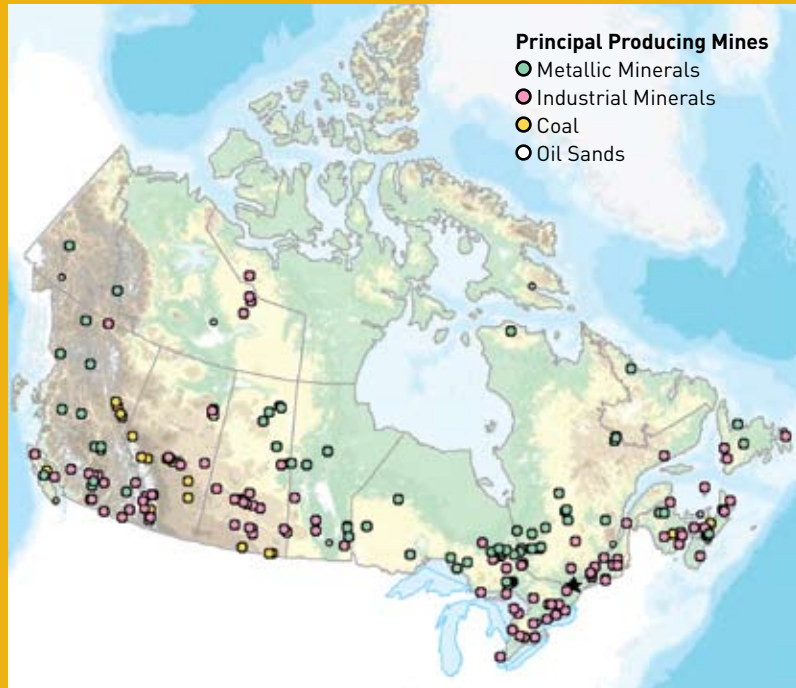
SOURCE: *Facts and Figures:*

A Report on the State of the Canadian Mining Industry, Mining Association of Canada, 2007

- An estimated 81,000 people will be needed within the next ten years to meet current and future industry needs and to fill positions vacated by retirees.
- The mining industry offers over 120 occupations.

SOURCE: http://www.mining.bc.ca/career_education/careers_in_mining.htm

Canadian Mining Operations



SOURCE: http://mmsd1.mms.nrcan.gc.ca/maps/miningMap_e.asp?browser=Microsoft%20Internet%20Explorer&res=1280

- Canada is one of the largest mining nations in the world, producing more than 60 minerals and metals.
 - Canada ranks third in the world in the value of diamond production.
 - In 2005, Canada's minerals and metals industry employed more than 388,000 men and women.
- SOURCE:** Important Facts on Minerals and Metals as of April 2007 (NRCAN pamphlet) <http://miningstats.nrcan.gc.ca>
- Canadian-based companies conduct about 40% of all mineral exploration undertaken in the world.
 - Canada is a leading producer and exporter of minerals and mineral-based products. Exports of minerals and mineral-based products are close to \$62 billion a year, averaging 15% of Canada's total domestic exports. (These figures include all minerals and mineral products, excluding oil and gas.)
- SOURCE:** http://www.nrcan.gc.ca/ms/video/keyfacts_e.htm
- In 2006, about 20% of the world's exploration spending was planned for Canada, the most preferred target for exploration in the world.

F. Presentation Preparation Checklist

Do you have everything you need for your presentation?

- copy of the Speaker's Training Guide for your reference
- PowerPoint presentation on CD (or overheads)
- printed version of the PowerPoint presentation and speaker's notes
- printed copies of the PowerPoint presentation for participants (leave space for them to make notes)
- projector
- computer
- speakers (if the room is large)
- screen
- copies of leave-behind kit folders
- tent cards for names (optional)
- pull-up banner display (optional)



G. Resources

If audience members are looking for more information on careers in mining, direct them to the Explore for More website (www.acareerinmining.ca), where they will find:

- a list of Canadian educational institutions that offer mining and mining-related programs
- a list of occupations in the mining industry
- links to employer sites and job banks
- links to mining associations and unions
- links to mining publications
- self-assessment tools
- myths and realities about mining
- profiles of men and women working in the mining industry
- links to other mining-related information sources
- the Explore for More speaker's toolkit