JOB SHADOWING

A guide to creating a successful program

Job Shadowing: An activity where an individual observes a professional in their daily responsibilities within a specific job role or industry. It provides the observer an opportunity to gain insight into the work environment, job duties and skills required for a particular position.

01. Define Purpose

What goal is to be achieved with the job shadowing program?
Recruit future employees?
Educate on careers in funeral service?
Career exploration?

02. Identify Mentors

Create a roster of skilled professionals within your organization who are not only proficient but also willing to mentor and exchange knowledge.
Generate enthusiasm among the mentors for this endeavor.

03. Develop Structure

Decide whether the shadowing experience will be observational or hands on.
Create a outline of daily activities.
Identify which activities would be the most beneficial to the participant.
Determine the length of the shadow experience.

04. Set Expectations

Define expectations of participants such as professionalism, engagement, respectfulness, and willingness to learn.
Also, define expectations of mentors such as offering insight, being a role model, and expressing passion for the job.

05. Publicize and Recruit

Develop partnerships with counselors and advisors at local schools, colleges, and career centers.
Attend Career Fairs.
Post flyers in relevant community spaces.

Utilize social media to announce the opportunity.
Create a page on your website with information about job shadowing and how to apply.
Reach out to industry related organizations to share information about the opportunity with their members.

06. Communicate

Prior to shadowing brief both mentor and participant on   expectations and schedule for the experience.
Funeral service is a very sensitive and emotion filled industry so it is best to prepare the participant for what they may observe.

07. Facilitate Feedback

Encourage participants to share both the positive and negative aspects of the experience.
Analyze the feedback and make appropriate adjustments.