

Role Models on Demand

We want to showcase the role models on our platform, to enable our users to connect with and learn from them. Our aim is to continue our mission of increasing social mobility by creating relatable role models and communicating to our users that life is not one straight path; career paths are diverse and often unexpected.

■ **To do this, we would love for you to create a short video about yourself and your career.**

- The video must be 2 minutes max. We advise 90 seconds.
- Recorded landscape format with a nice background
- Head and shoulders preferably in shot so we can add captions and headers
- Avoid holding your camera or phone - try propping it up - a shaky video can be distracting from the story you're telling!
- Try not to read from a script, the best talks come naturally.

■ **Below, we have created a short video guide with some prompts to give you some inspiration!**

Mandatory questions:

1. What is your name?
2. What organisation do you work for and what is your role?

Please try and breakdown your role. E.g. "I'm Simone and I'm the CEO of Northern Power Women and Power Collective CIC" ... but what does that entail?

Choose up to two of the questions below:

1. What inspired you to go into this career?
2. How did you get to where you are?
3. What is the highlight of your career journey?
4. What do you love most about your job?
5. What is the best career decision you've ever made?
6. What drives you/keeps you motivated?
7. How do you continue to grow and learn as a professional?
8. What is your best piece of advice?
9. Is there a quote/saying/person that inspires you?

■ **How to submit your video:**

WhatsApp: 07388672214 – Please message 'Power Profiles - *Name*' and attach your video!