

# IMPACT!



[Susan Jeanne Mertz](#)  
President

Call us  
TODAY!

Begin to  
make an  
IMPACT!  
tomorrow!

843.821.3283

[Susan.Mertz@  
ImpactPR.net](mailto:Susan.Mertz@ImpactPR.net)

[www.ImpactPR.net](http://www.ImpactPR.net)



“Linking Companies to their Communities”

## ! *Business / Education Partnerships*

Frustrated with the work ethic and skill level of job applicants?

*IMPACT!* your future workforce  
Sponsor a *Career Workshop* in a local high school.

**IMPACT!** created a 9-hour interactive workshop, complete with a 110+ page workbook, that brings the real world of work into the classroom.

In these award-winning Career Workshops, students are given specific tools to aid them in successfully obtaining a desired job in their career search.

**Workshop Objectives and lessons:**

Students learned how to complete an employment application and create a resume' with powerful accomplishment statements that showcase their special skills and talents. They learn to prepare for interviews by creating their own self-promoting summary, formulating questions to ask the interviewer, and rehearsing how best to answer interview questions.

Students are given the persona of a worker with real life responsibilities. Using the salary and job that they are given, students create a budget, pay the bills, and fulfill the responsibilities of their worker.

For the culminating activity at the end of the workshop, students search for a job, prepare a cover letter, create a resume and experience a mock job interview given by area HR professionals and business leaders.

**What students say about the Career Class:**

*“They helped me to feel comfortable and confident in getting the job I want.”*

*“I like the spending budget. It’s really good to know how much money you spend on a weekly and monthly base.”*

*“It gave me a better understanding on how interviews really work and what happens.”*

*“They asked us questions. We had to think hard.”*

*“It helped me believe in myself.”*

*“I liked everything because it teaches you about the world. Most students don’t get this type of experience.”*

**Awards**

Recognized as a “**High Performance Partnership**” by the South Carolina State Chamber of Commerce, 2003, 2004.

Recipient of the “**Business Education Partnership**” award given by the College of Charleston and Charleston Metro Chamber of Commerce Education Foundation, 2004, 2007.

**Make a difference in the life of a future job seeker.**

To sponsor a Class, Contact Susan;  
[Susan.Mertz@ImpactPR.net](mailto:Susan.Mertz@ImpactPR.net)

## Make an IMPACT!

**Make an IMPACT! with  
“Customized Communications”**

**IMPACT!** designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

**IMPACT! your community with  
“Messages that Matter”**

**IMPACT!** strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increases your credibility and builds your organization’s identity.

**Understand how to better  
IMPACT! your customers**

**IMPACT!** facilitates surveys and evaluations and compiles results in comprehensive reports that allow you to better tailor your services and products to meet the individualized expectations of your target audience.

**IMPACT! Inc.** creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.