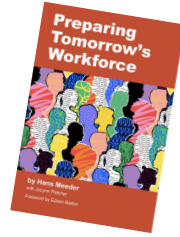


Inspiring Keynotes to Ignite Vision and Drive Change

Preparing Tomorrow's Workforce: Career Navigation Skills and Career-connected Learning



Millions of young people are drifting without direction because they lack Career Navigation Skills. In this keynote, Hans Meeder—drawing from his new book *Preparing Tomorrow's Workforce*—calls on education leaders to embrace Career-connected Learning as a powerful way to help students understand their talents, explore career paths, and make informed decisions for the future. It's a bold challenge to redesign education so every student is prepared for life, learning, and work.

Leadership 360: Leading Yourself to Lead Others

Great leadership begins with self-leadership. In this inspiring session, Hans Meeder shares practical strategies for growing personal maturity, leading from the middle, and guiding teams through change. Whether you're an emerging or seasoned leader, you'll walk away with actionable insights to elevate your leadership impact and drive meaningful progress in your organization.

About Hans Meeder

Hans Meeder is a renowned author, speaker, consultant, and coach, dedicated to empowering youth and young adults with the Career Navigation Skillset.



Mr. Meeder is President of Blue Crab Talent Strategy, a consulting and research firm supporting Career-connected Learning. Hans was co-founder and President of the National Center for College and Career Transitions (NC3T), which merged with YouScience in 2022.

Mr. Meeder served as Deputy Assistant Secretary for Education in the U.S. Department of Education Office of Vocational and Adult Education, among many other policy roles in Washington, DC. Hans is the author of several books and online courses, including *Preparing Tomorrow's Workforce* (2025) and he is the host of the podcast *The Power of Career Connected Learning*.

Let's Connect to Discuss Your Options

Let's connect for a **no-pressure informational meeting** to explore how our keynotes and workshops can accelerate your work.

Scheduling Link: <https://tinyurl.com/dr54ayev>

Also, check out our state and local services, listed on the following pages.



BLUE CRAB

Talent Strategy, LLC

Visit **BCTStrategy.com**





5 Powerful Ways To Boost Your Career-connected Learning Impact

State-level Workforce and CCL Landscape Review

Conduct a cross-agency landscape review of all Workforce and Career-connected Learning policies and programs. This review will identify strengths, gaps, and opportunities for alignment and improvement of state-level workforce and career-connected learning initiatives.

Enhance CTE Teacher Recruitment and Retention

Use data analysis, leadership surveys and focus groups to identify trends, root causes and opportunities to strengthen the pipeline and retention of high-quality Career and Technical Education (CTE) teachers.

Strengthen Local Capacity for Business and Industry Engagement

Help local CTE leaders gain skills and develop strategies to build and sustain strong employer partnerships that enhance work-based learning and align programs with workforce needs.

Develop Local Capacity for Expanded Career-Connected Learning

Through professional learning communities and targeted coaching, help local education leaders establish collaborative frameworks with K-12, postsecondary, and community partners to ensure all students have access to meaningful career-connected learning experiences.

Facilitate a State Vision for CTE and Career-Connected Learning

Engage education leaders, teachers, staff and community members across the state to develop a shared vision for the future role of CTE and Career-connected Learning.

... and we're happy to discuss other initiatives you are considering.



5 Powerful Ways To Boost Your Career-connected Learning Impact

PROJECT 1: Build an Effective K–12 Career Exploration Initiative

Goal: Design and implement a student-centered, developmentally appropriate career exploration program.

Overview: We help integrate career awareness into classroom instruction, create engaging exploration experiences, and ensure equitable access for all students.

PROJECT 2: Align Your CTE Programs with Regional Workforce Needs

Goal: Ensure your CTE offerings align with real workforce demand.

Overview: Through labor market analysis and employer feedback, we help you evaluate current programs and identify areas for improvement or growth.

PROJECT 3: Develop a Strategic Plan for CTE Programs and Staffing

Goal: Create a clear vision and action plan for your CTE system.

Overview: We guide you in strategic planning that includes stakeholder input, data analysis, and a focus on equity to design high-impact, student-centered CTE systems.

PROJECT 4: Strengthen Business and Industry Engagement

Goal: Build a sustainable system for employer partnerships in CCL, CTE, and work-based learning.

Overview: We help schools design structures and strategies to engage businesses through internships, mentorships, guest speakers, and more.

PROJECT 5: Lead a Comprehensive Career-Connected Learning System

Goal: Develop leadership capacity and collaborative structures across education and community sectors.

Overview: This long-term project brings together staff and community partners to build a seamless, student-focused CCL ecosystem.