

The talk, *Building direction from education: Strategies to engage student interest and inspire application beyond the classroom*, focuses on thinking beyond class learning objectives by introducing strategies to engage student interest both within and outside fields of psychology. The strategies introduced in this talk are partially adapted from those taught in media and press used to ‘capture’ an audience— or to make content stand out as memorable. In introductory psychology courses, students come from a wide-range of backgrounds and interests within and outside fields of psychology. A critical challenge for instructors is not only to relate the relevance of content to psychology majors, but also to appeal the relevance of psychology to non-majors. This talk is aimed at introducing class-tested strategies for organizing and managing class lectures in both small and large school environments to inspire students to realize the value of psychology for their own careers—thereby building direction from education. Given that approximately 1.5 millions students a year take an introductory psychology course, this is a high-stakes course where psychology instructors have the farthest reach to touch student lives. The importance of impacting students beyond the classroom and into their careers for an introductory psychology course is valuable because the course is (i) an opportunity to “recruit” students for psychology, especially among undecided majors; and (ii) able reach students across all majors to incorporate APA learning goals into student values and careers, even among non-majors. In this way, the strategies shared on this talk can be applied in introductory psychology courses to meet the vital opportunity instructors have to affect the lives of students and inspire them to apply the principles of psychology beyond the classroom and into their careers.