Harness the Full Potential of Your Interns

Internship Installation Kit

- Blueprint for Program Success
- Dozens of Time-saving Tools
- Turnkey Adaptable Templates
- Advanced Recruiting Techniques
- 100s of Intern Project Ideas
- Multimedia Training Workshop
- Qualified Employers Earn Certification

EMPLOYERS
Request a FREE Consultation

INTERNSHIP INSTITUTE SEAL OF EXCELLENCE

225+ DAYS PER YEAR

MAR APR MAY JUN JLY AUG SEP OCT NOV DEC JAN FEB

INTERNSHIP PROGRAMS CAN YIELD Added Productivity per Supervisor

"…shows employers the best ways to manage student interns, fully utilize their talents and skills, increase productivity and nurture future successful and loyal employees."

As Featured in:

HR Magazine

Learn About Our Resources and Services
Request a Free Consultation • Contact: mzinman@internshipinstitute.org

"Making internships matter for businesses and entrepreneurs creates opportunities for everyone."
- Matthew Zinman, Founder & CEO

INTERNSHIP INSTITUTE
Making Experience Matter

Training Costs

- Reduce cost-per-hire
- Minimize hiring mistakes
- Increase retention
- Improve soft/hard skills
- Develop better supervisors
- Reverse mentoring
- More capacity/productivity

ROI Potential

- Sales and marketing support
- Profit center for professional services businesses
- Employees freed to focus on higher level, profitable work
- Reduce labor costs
- Enhance social bottom-line

Founded in 2007, The Internship Institute custom-builds internship programs for employers and fixes internship programs to Make Experience Matter.

Also Endorsed by:

JOB TRAINING & PLACEMENT REPORT • T+D TRAINING + DEVELOPMENT • ASTD • TM talent management • PIHRA Professionals In Human Resources Association • HR Advisor • ASSOCIATION • npr • The Herman Group Management Consultants / Speakers / Futurists • HR/NY Human Resources Association of New York • Staffing MANAGEMENT • ere.net • workplace • Human Resource Executive • Workforce Solutions • executive matters

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Making Internships Matter
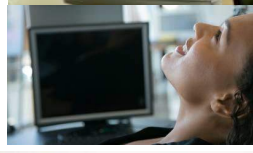## for Employers and Colleges

Presenter: *Matthew Zinman, Founder & CEO*

A Universal Truth

There's No Substitute for Experience

Internships – My Career Launchpad

- Intern Experience

  - Local Radio Station (1984)

  - Warner Brothers Studios (1985-89)

  - Philadelphia Phillies (1988)

  - Communication Management Firm (1989 – 1st Job)

  - My boss, mentor and benefactor (2nd and 3rd Jobs)

  - Have since managed & mentored 300+ interns (and counting)

"I BELIEVE THAT EXPERIENCE IS THE KEY TO CAREER SUCCESS, PERSONAL HAPPINESS, LIFELONG PROSPERITY AND THE ABILITY TO EARN ONE'S FREEDOM"

Career Summary: Matthew Zinman

- **At Various Marketing Communication/PR Firms** (1989-2002)
  - More than 100 clients of all sizes among numerous industries

- **Z Communication, Inc.**
  - Communication/PR Management Firm (Est. 2002)

- **Developed 'Z University' brand**
  - Internship Quality Assurance System (dba Est. 2005)
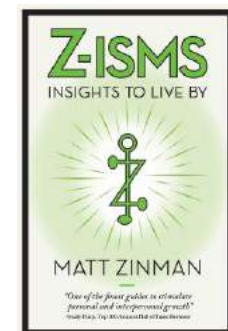
- **The Internship Institute** (Est. 2007)
  - Public charity (501c3)

- **Now 35+ years of internship experience**

- **Author:** *Z-isms: Insights to Live By* (3/20)
  - Impact Personal Growth: 100M by 2025 (Z-isms.com)

PRESENTATION AGENDA

- Brief Introduction and About NPO

- The Benefits and Myths of Internships

- Productivity Multiplier/ROI Yield

- Critical Factors / Internship Success DNA

- Virtual Programs Advanced Techniques

- Recruiting / Delegation / Supervision

- Recipes for Mentoring Success

- Continuous Improvement and Recap

The Internship Institute is a nonprofit that helps **employers** custom-design and optimize internship programs to achieve their business goals.

Much like schools educate and prepare students to be work-ready -

We educate and enable employers to be *student*-ready and create an expansive "opportunity pipeline" of mutually valuable experiences

What We Do

1) Internship Installation and Management Training

◆ We build high-performing internships that are more effective, efficient and easy to manage to *Make Experience Matter*

INTERNSHIP INSTALLATION KIT

2) Essential Workplace Skills Certification Training

◆ We've developed an eLearning course for new professionals with the award-winning **BizLibrary** video training platform

BIZ LIBRARY
EMPLOYEE TRAINING MADE EASY.

3) Veteran Reintegration and Mentoring Programs

◆ We provide specialized training to develop mentoring and veteran hiring programs

Benefits of Successful Internships

EMPLOYERS GAIN	STUDENTS GAIN
● Increased productivity	● Improve competencies
● Low-risk test drive of potential employees = talent pipeline	● Career trial within or outside chosen major
● Broaden capabilities	● Build network
● Positive morale boost	● Mentoring guidance
● Reduced labor costs	● Self-confidence/maturity
● Build talent equity/loyalty, creativity and fresh ideas	● Build résumé to increase market value and base pay
● Reduce "brain drain"	● Tap hidden job market

Not All Internships Are Created Equal ...

BENEFITS	GOOD INTERNSHIPS	BAD INTERNSHIPS
Opportunity	Abound	Lost
Region	Retains talent	May lose talent
Students	Encouraged	Discouraged
Employers	Will likely sustain and expand programs	May abandon or scale back programs
Supervisors	Productive; appreciative	Frustrated; apathetic
Mentors	Satisfied	Disappointed

Top 5 Myths About Internships

1. They don't have time to have interns.

2. Having interns is too much work for too little in return.

3. Finding good interns is a crapshoot.

4. Internship programs are only for larger companies.

5. They can't have interns without office space with phones and computers.

ROI Yield

- Proven system to optimize value (incl. Start-ups)

- Developed over many 100s/hours with best practices, tools and templates that save substantial time and *amplify internal resources*

- Enables supervisors to gain 225+ full days of work productivity/year

AN EMPLOYER CAN BOOST PRODUCTIVITY

6 HOURS

1 HOUR

Supervision

Intern productivity

through a successful internship program

INTERNSHIP PROGRAMS CAN YIELD

225+ DAYS PER YEAR

MAR APR MAY JUN JLY AUG SEP OCT NOV DEC JAN FEB

Added Productivity per Supervisor

CONCLUSIVE METRICS

Average Number of Interns	4 students per semester
Average Number of Hours/week	15 hours
Gross Productivity/week	60 hours
Average Number of Full Work Weeks/semester	12 weeks
Number of Internship Programs	3 semesters/year
Gross Productivity/year	2,160 hours
Average Number of Supervision Hours/week*	10 hours
Number of Supervision Hours/year	360 hours
Annual Net Productivity Yield**	1,800 hours
Baseline: Full 8-Hour Work Day	Productivity Gain: 225 Work Days

A Moment of Appreciation

OUR PROJECT INTERNS (UD Delta Sigma Pi Business Fraternity)

Craig J

Jacob C
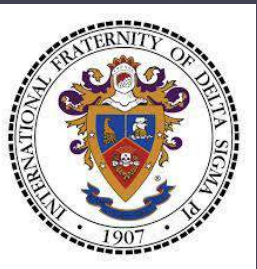
- Helped develop detailed strategic plan
- Researched Innovation Sector (start-ups, incubators, accelerators and VC firms in DE, NJ and Southeastern PA)
- Compiled spreadsheets on potential leads
- Created narratives for outreach to leads
- Created a small pre-survey to gauge interest in the webinar
- Conducted outreach to via phone, LinkedIn, email and in-person
- Worked with CEO to update promotional tools (i.e., Kit 1-Sheet)
- Compiled statistics to customize presentation
- Updated Powerpoint graphics
- Researched CRM and event-planning software to support data
- Coordinated networking meetings and sales leads

Productivity: "Real Work" Interns Can Do

- **Plan Projects BEFORE Recruiting** (define needs)

- **51 Ways to Ignite Your Backburner**
  - BUSINESS MARKETING
  - BUSINESS INTELLIGENCE
  - BUSINESS MANAGEMENT

- **Industry-specific Project Idea Menus**

- **Focus on the 5 Core Intern Skills**
  - RESEARCH
  - WRITING
  - PLANNING
  - PHONE
  - COMPUTER/TECHNICAL

Research

Keep a finger on the pulse …

- Industry associations / events / news / trends
- Trade publications and placement
- Develop and conduct surveys / compile reports
- Competitive intelligence / statistics
- Training topics for employees
- Online research

Writing

◆ Edit and do first drafts of anything

◆ News releases

◆ Internal publications

◆ Website content
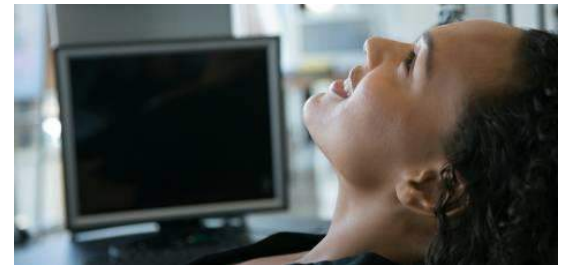
◆ Case studies / testimonials

◆ Social media posts

Planning

- Brainstorming / creative ideation
- Employee / company events
- Sponsorships
- Speaking opportunities
- Advertising placement

Telephone Tasks

- Be sure they're ready
  - Extra emphasis on training
- Implement research
- Customers / prospects / vendors / partners
- Media relations
- Obtain information packets / estimates

Computer / Technical Skills

- Develop presentations
- Database
- Design programs
- Web analyses
  - Seek websites for any purpose
- Social media platforms
- Blog posts

Random Tasks

- Formatting
- Note-taking
- Building a resource library
- Community service
- Financial

Real Work Interns Can Do

Engineering

- Draft technical plans
- Prepare drawings, charts, graphs

Technology

- Help desk support
- Develop user manuals

Accounting/Finance

- Handle accounts payable/receivable
- Analyze stock market trends

BE PREPARED TO SUCCEED

Sales

- Complete pre-call research
- Identify and qualify leads

RESULTS MAY EXCEED EXPECTATIONS

Human Resources

- Pre-screen applicants
- Draft employee newsletters, job descriptions

Marketing Communication Skills

- Research (formal & informal)
- Writing / Editing / Proofing
- Event Planning
- Strategic Ideation
- Social Media Management
- Online / Viral Marketing
- Telephone
- Interpersonal / Outreach
- Photo/Video Production
- Fundraising

- Public Relations
- Cause Marketing
- Operations Planning
- Public Policy/Admin
- Sponsorship
- Competitive Intelligence
- Prospect Research
- Publishing Exploration
- Promo-Merchandising
- Graphic / Web Design

Marketing/Public Relations Intern Project Ideas

No matter what industry you are in, any business field can benefit from utilizing interns to their fullest potential. One of the many myths about internships is that employers cannot find the time to delegate meaningful work to their interns. The reality is that through thoughtful organization, a great number of assignments and tasks can be given to interns to save employers both time and labor. Below is a list of responsibilities, or "real work" that interns can do in the marketing/public relations field:

- Studying and Assessing the Market
- Conducting Surveys
- Media Buying, Planning, and Production
- Conducting Media Research
- Attending Meetings
- Preparing Reports
- Researching Competitive Information
- Develop Marketing Plans
- Account Management, Planning, and Services
- Creating Story Boards
- Participate in Professional Development Seminars
- Assist Media Authorizations
- Copywriting
- Database Development
- Web Design
- Account Service
- Identify and Target Specified Demographics
- Set Up Promotional Campaigns
- Interactive Design
- Editing
- Contacting Media
- Art Direction
- Graphic Design
- Promotion

Vertical Industries Tip Sheet: Sales

No matter what industry you are in, any business field can benefit from utilizing interns to their fullest potential. One of the many myths about internships is that employers cannot find the time to delegate meaningful work to their interns. The reality is that through thoughtful organization, a great number of assignments and tasks can be given to interns to save employers both time and labor. Below is a list of responsibilities, or "real work" that interns can do in the sales field:

- Responsible for selling advertisement in the publication e-mail blast, and website
- Responsible for making new advertising contacts and maintaining current contacts.
- Daily Sales functions
- Assist in developing sales materials
- Work with account managers to develop presentations and media kits
- Direct Mail initiatives
- Assist Office Manager in additional assigned duties
- Assisting in all aspects of daily showroom activities
- Daily communication with Buyers, Designers, Press
- Assist at trade shows during Fashion Week
- Assist with phone, e-mail, faxes to and from clients and designers
- Assist with website maintenance
- Assist with displays in showroom
- Establish forecasts and manage results.
- Giving sales presentations via the web, telephone and in-person
- Coordinate all special events and promotions
- Develop new concepts for advertising
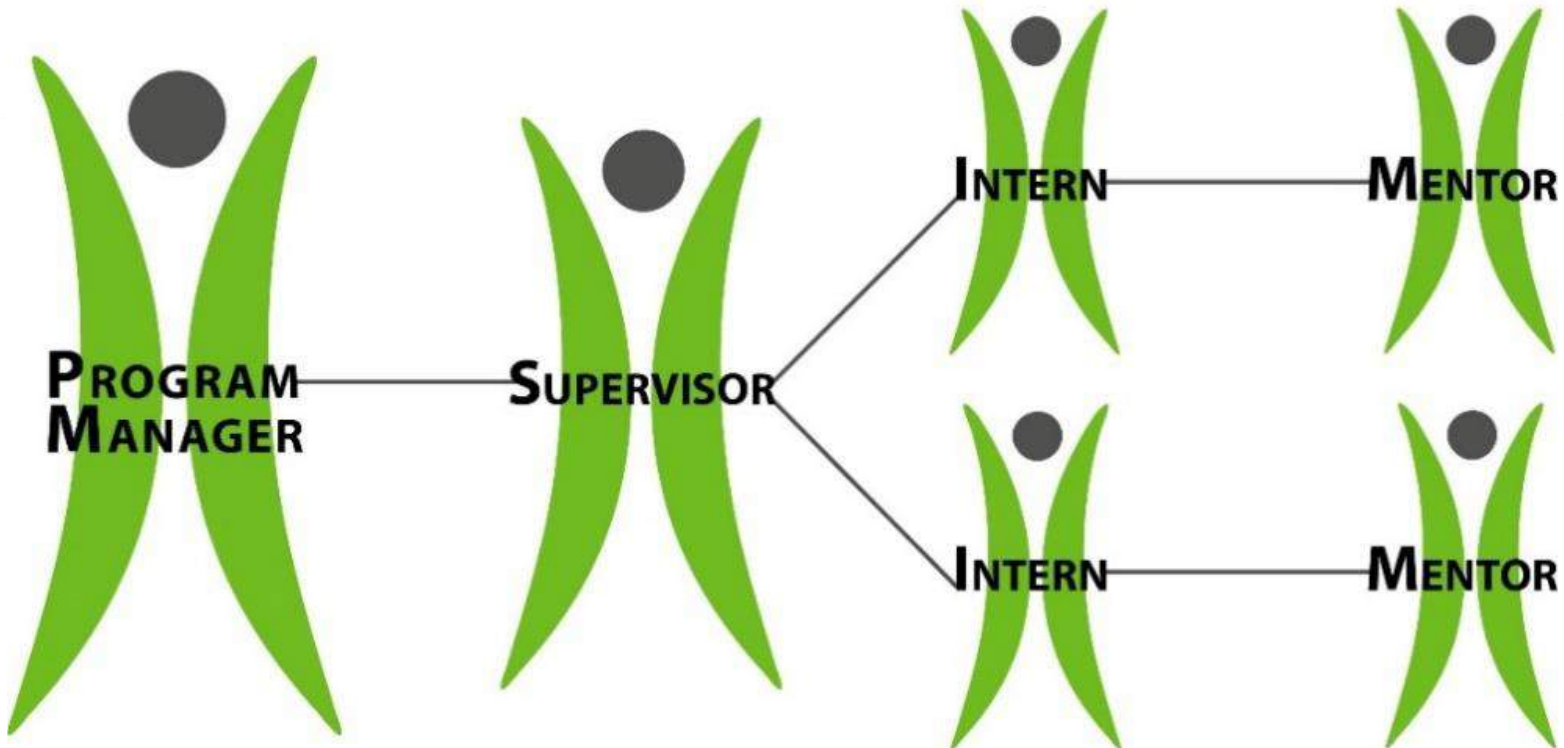- Organize, prepare and maintain stock

Cultivating Program Success

6 Critical Factors for Success

- CEO and Organizational 'Buy-in'
  - Philosophically and through action
- Dedicated Program Manager
  - Somebody has to own the ball
- Committed Supervisors
  - Have to want to do it instead of told
- Involved Mentors
  - Executive visibility is key to program sustainability
- Inventory and Plan Projects BEFORE Recruiting
- Continuous Improvement

INTERNSHIP SUCCESS DNA

PROGRAM MANAGER — **SUPERVISOR** — **INTERN** — **MENTOR**
INTERN — **MENTOR**

PRODUCTIVITY MULTIPLIER

AN EMPLOYER CAN BOOST PRODUCTIVITY

6 HOURS

1 HOUR

Supervision | Intern productivity

through a successful internship program

INTERNSHIP PROGRAMS CAN YIELD

225+ DAYS PER YEAR

MAR APR MAY JUN JLY AUG SEP OCT NOV DEC JAN FEB

Added Productivity per Supervisor

Set Strategic Goals: What Motivates You?

- Convert a number into full-time employees
- Gain organizational support for your program
- Well-organized and managed program
- Increase organizational diversity
- Beat the competition to the best talent
- Increase departmental productivity
- Reduce cost per hire
- Achieve manager/student satisfaction

A Tale of Two Interns

INTERN JOHN	INTERN JANE
● President, Entrepreneur Club	● The Client's Niece
● Recruited for Defined Needs	● An Unwanted Favor
● Arrives: Formal Orientation	● Arrives: Cubicle w/Storage
● Hits the Ground Running	● "We'll let you know"
● Mentor with Activity Plan	● Mentorless
● Formal Work Skills Training	● What's Training?
● Continuous Improvement	● Continuous Stagnation

Diving Deeper

Virtual Programs Advanced Techniques

◆ **Can you and your organization benefit from a virtual internship program? The business should have:**

1. A key staff person to oversee the program
2. Frequent interaction between the company and interns
3. Personalities that are suited for remote work
4. A variety of *real* tasks to be accomplished
5. Communication technology for remote workers
6. Virtual workspace (i.e., Intranet, Webcam)
7. The ability to reward interns for a job well done

Benefits/Drawbacks of a Virtual Internship Program

	PROS	CONS
Businesses	- No need for office space, technology tools - Flexible compensation (TBD)	- Students not in office
Students	- *Opportunity where there was none* - Flex-time - Heavy emphasis on training - Earning credit - Real work experience	- Not in office setting - Limited exposure to work environment dynamics - No guaranteed compensation

Which Students are Right for a Virtual Internship?

◆ **Generally, the best virtual interns are:**

- ◆ Highly organized
- ◆ Self-motivated
- ◆ Innately hungry to learn
- ◆ Genuinely interested in the employer's business
- ◆ Used to working independently

◆ **Virtual Internships aren't for everyone:**

- ◆ Procrastinators need not apply
- ◆ Weak organizational skills
- ◆ Businesses unwilling to implement structure and designate a dedicated program manager should not do this type of program
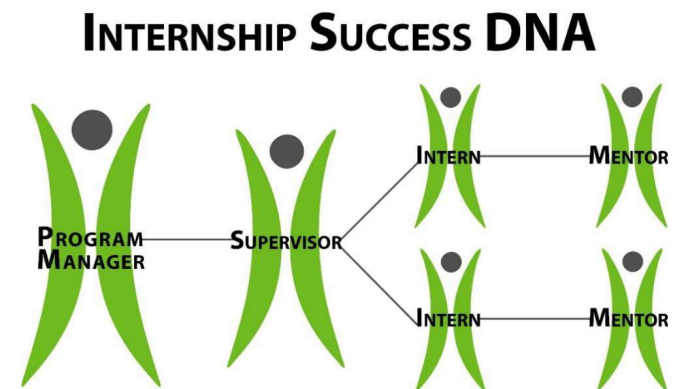
Virtual Programs Advanced Techniques

- Establish a resource threshold (capacity)
  - Program manager = 3 – 5 hours/week
  - Project management = <60 hours/week
  - Number of interns = up to 4 per supervisor
  - Identify and avoid the point of diminishing returns

- Inventory and develop an intern project pipeline
  - Defines recruiting needs
  - Justifies resource needs
  - Promotes productivity

INTERNSHIP PROGRAMS CAN YIELD

225+ DAYS PER YEAR

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Added Productivity per Supervisor

INTERNSHIP SUCCESS DNA

PROGRAM MANAGER — SUPERVISOR — INTERN — MENTOR
INTERN — MENTOR

From Planning to Recruiting

Best Practices: Recruiting

- Write an effective job description
  - **WHO** will meet your defined needs? (Project Pipeline)
  - **WHAT** will they do?
  - **WHEN** will it happen?
  - **WHY** should a student choose you?
  - **HOW** should students apply?
- Rely on career centers (and to post)
- Ask current/former interns

Best Practices: Recruiting

- When to contact career services
  - Before you hire an intern
  - As you look for interns
  - During / After an internship
  - If you seek full-time employees
- Determine if Centralized vs. Decentralized
- Also student services/individual faculty

INITIAL TARGETED RECRUITMENT

- Post on school listservs/national job boards

- Reach out: establish relationships

- Lecture at college classes & groups

- Attend job/intern fairs/information sessions

- Network with colleagues and in general

- Target student organizations*

- Social networking sites (Instagram, LinkedIn)

Optimal Recruiting

- Select ONE school from which to recruit (and potentially meet there)

- Find the most relevant student organization (i.e. Business Fraternity)

- Have your interns recruit for you from then on! (*offer incentives*)

How to Interview Students

- Don't grill and intimidate them

- You want them to be comfortable and open up

- See what they really have to offer

Intern Candidate Skills Intake Questionnaire

Below is a list of various business skills. Please rate your current abilities based on the following scale:

1-2	I am truly terrible at this
3-4	I am somewhat weak at this
5-6	I am somewhat good, but not great
7-8	I am very good at this
9-10	I am very confident and excel at this

Work Management Skills

____ Organizational skills

____ Time management

____ Self-motivation to complete tasks / initiative

____ Listening skills

____ Ability to follow directions / complete tasks

____ Resolving conflict / verbal communication

____ Receptiveness to feedback

____ Flexibility / adaptability

Professional Skills

____ Research / resourcefulness

____ Creative thinking / problem solving

____ Writing / editing

____ Telephone

____ Planning skills (i.e., events)

____ Interpersonal communication

____ Computer skills

____ Formatting skills

RANK THE FOLLOWING FIVE CORE SKILLS. AT LEFT OF EACH, RANK ORDER <u>WHAT YOU LIKE TO DO MOST</u> AND AT RIGHT OF EACH, RANK <u>AT WHAT YOU THINK YOU'RE BEST</u>:

____ **RESEARCH** ____

____ **WRITING** ____

____ **PLANNING** ____

____ **PHONE** ____

____ **COMPUTER** ____

INTERNSHIP
INSTALLATION KIT

Getting into Action

Virtual Programs Advanced Techniques

Program Expectations

Requirements	Comments
12-week commitment	Entire fall or spring semester
15 hours per week	Includes weekly meeting 5-5-5 Plan Vacations/holidays taken into account
One weekly team meeting (minimum)	Structured meeting sequence Additional individual time "Touch point" calls

SET CLEAR MUTUAL EXPECTATIONS

- Develop a learning plan
    - Job responsibilities
    - Company's goals for the student
    - Students' goals for desired / required experience
    - Strategies and resources, including training curriculum
    - Discuss method/frequency of evaluation
- Give interns an orientation assessment afterwards
    - Is there any such thing as too much feedback?
- Overwhelming them is a natural growing pain

The 5-5-5 Plan

- Interns will structure their virtual hours each week
- They may set their own weekly hours
- 5 for group meetings, 5 for "office hours," 5 for flex-time
- "Flex-time" is used to complete any unfinished work

Virtual Programs Advanced Techniques

- **Weekly Meeting Structure**
  - Ideally at the same time on Mondays
  - An opportunity to discuss the week's assignments, some with Delegation Briefs
  - Clear up any misconceptions
  - Afterward, interns should e-mail their supervisor their list of assignments, deadlines, and hours for the week

NOTE:

- Consider having interns sign a Commitment Pledge & Confidentiality Agreement during the first week meeting/orientation.

- This emphasizes the seriousness and professionalism of the program.

SAMPLE MEETING STRUCTURE

Time	Activity
30 min	Meet with Intern #1
30 min	Meet with Intern #2
1.5 – 2 hours	Group session
30 min	Meet with Intern #3
30 min	Meet with Intern #4

Meeting Space

The meeting location must be in a neutral location

Never in a home office or personal living space

Borrow a conference room, use a campus meeting room (library) or student lounge or hotel lobby, or restaurant, or coffee shop

OR: Do EVERYTHING via webcam

Powered by
ZOOM

Project Management = Productivity/ROI

- **Project Management**
  - Interns are responsible for asking questions
  - Email list of weekly project tasks, priorities, hours
  - Track actual hours and submit a weekly report
    - Assignment Tracking Sheet (scrutinize excessive process)
- **Assign Team Leaders** ("Head Intern")
  - Acts as a liaison between interns and managers
  - They are the 'go-to' person for information
  - Rotate responsibility throughout the term
  - Consider Intern/Supervisor "Pooling"
    - Requires diligent coordination to avoid toe-stepping

Best Practices: Delegation

- Delegate proactively, not reactively
  - Maintain a steady project pipeline
  - Balance short-term and ongoing projects
- An inch wide and a mile deep
- Match work with skills
  - Customize their experience
  - Enhance productivity
- Keep them accountable
- Encourage and provide open communication
  - Have "touch points" through complex projects
  - Be their boss and mentor, not their friend

INTERNSHIP
INSTALLATION KIT

PROJECT Detailed 1-2 sentence overview of the project.	
PURPOSE Why this project matters and how it fits into the overall purpose (context). *Context to teach interns*	
DELIVERABLES The physical end product of the project (i.e., graph, spreadsheet, report, evaluation, prototype, etc.) Define parameters, such as length, depth, complexity and format.	Provide an example, if applicable.
TIME BUDGET How much time or hours per week does the intern have to do this project?	
DEADLINES Provide a date for expected completion. Even "evergreen" projects should have a target deadline. Check-point dates are helpful for long-term or difficult projects. Assure it is achievable.	
NOTES Any special instructions, reminders or resources that are available, including staff and in-house or online resources. How should this be addressed as questions arise.	

Appreciation Fuels Productivity

- Show it early and often
- Reward them
- Do something fun
- Personal notes, public recognition
- Letter of recommendation (and/or on LinkedIn)
- Introduce them to colleagues (shows trust)
- Hire them

The Case for Mentoring

- 60% of students list mentoring as a criterion for selecting an employer

- Managerial productivity increases by up to 88% when mentoring is involved vs. only 24% with training alone

- 77% percent of companies report that mentoring programs increase employee retention

- 75% percent of executives say mentoring played a key role in their careers

Recipe for Mentoring Success

- Support and involvement from the top
- Structured "Activity Plan"
- Measurable objectives
- Positive attitudes
- Training
- Two-way communication
- The power of words
- Give a voice to the protégé
- Mutual skills development

- Elevator speech re: them/their career/the company

- Earned References

- Employment tools (LinkedIn profile)

- Networking contacts

- Professional organizations and events

- Continuing education

Be Prescriptive!

Metrics and Analytics

- The importance of "checkpoints"

- Before/after qualitative feedback from participants

- Retention rates for protégés <u>and</u> mentors

- Frequency/speed of promotion (mentor)

- Improvement in applied work skills

- Engagement surveys

RESULTS MAY EXCEED EXPECTATIONS

A Commitment to Get Better

- Individual Evaluation
  - Identify particular issues
  - Timely feedback is critical
  - Begin with specific, positive comments
  - Deliver negative feedback constructively
  - Provide direction
  - End with a positive
- Schedule "check-ins"
- Mid-internship evaluations

- 360° Evaluation Process (eToolkit)
- Exit Interviews
  - Satisfaction with job duties
  - Actual learning vs. unmet goals
  - Opinions of supervisors, mentors, others
  - How did internship differ from expectations
  - Did they understand what was expected of them
  - How could work processes be improved
  - What would they change if they could
  - Positive/negative experiences

Exit Interviews

- Encourage them to be open and honest
- Have someone uninvolved with internship do it
- Assure that responses won't be held against them
- Do not respond negatively or positively to remarks
- Ask follow-up questions, but remain neutral
- Schedule the interview as close to end as possible

Food for Thought

- Extend Internship Duration 6 months to a year+

- Get Supervisors into a Training Room

- Host Regular Project Planning Meetings

- Formally Engage Executives as Mentors

- Virtual Internship Structure or Hybrid

- Integrate an Internship Culture (CEO-driven)

Program Solutions Overview

INTERNSHIP
INSTALLATION KIT

Turnkey System Removes the Barrier for any company to Make Internships Matter and Thrive.

eToolkit Staffing Management System

- **Module 1:** Program Planning
- **Module 2:** Recruiting
- **Module 3:** Screening and Hiring
- **Module 4:** Onboarding/Orientation
- **Module 5:** Project Supervision
- **Module 6:** Performance Management
- **Module 7:** Work Skills Training
- **Module 8:** Intern How-to Guides
- **Module 9:** Industry-specific Projects

TURNKEY PORTAL

- Toolkit Staff Management
- Supervisor Workshop (w/video)
- Mentor Training/Activity Plan

INTERNSHIP eTOOLKIT

- Compressed Training
- 4 Segments (30 min. each)
- Comprehensive Downloads

SUPERVISOR WORKSHOP

- Video-narrated Guidebook(45m)
- Intern Project Planning(45m)
- OR - Mentor Activity Planning

HRMagazine

"… shows employers the best ways to manage student interns, fully utilize their talents and skills, increase productivity and nurture future successful and loyal employees."

- **Professionalism**

- **Productivity**

- **Communication**

- **Critical Thinking**

- **Emotional Intelligence**

- **Communication** — Body language, interpersonal skills, texting, email, phone and presentations
- **Productivity** — Goal setting, organization, planning and time management
- **Professionalism** — Appearance, reliability, competence, ethics and etiquette
- **Critical thinking** — Organizing, analyzing and evaluating
- **Emotional intelligence** — Improving self-awareness, managing change and overcoming fears

Distinguishing Characteristics

- Typical Employer Host Site: >250
- Proven and Continuously Refined (15 years)
- Turnkey Templates Comprise System
- Supervisor Training Methodologies
- Intern Project How-to-Guides and Task Menus
- Mentoring Program Integration / Activity Plan
- SME Employer Strategic Consulting/Support

INTERNSHIP INSTALLATION KIT

Complimentary Employer Consults

- Custom Value-Feasibility Assessment
  - Learn about your endeavors
  - Clarify goals (strategic planning)
  - Is having interns right for you?
  - If so: why, when and how
- Next steps (if any)

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Let's Make Internships Matter

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