

**E-Book:**

# **Adopt a Sustainable, High ROI Mentoring Internship Program**



By:



[www.mentoringinternships.com](http://www.mentoringinternships.com)

[800-493-1334](tel:800-493-1334)

## What is a Mentoring Internship Program?

**A Mentoring Internship Program is not a cost-center; it is an investment in the growth of a business.** The program can increase your Company's productivity,



staff engagement, and community reputation. As a result, it can generate a high Return on Investment (ROI). Simultaneously, it benefits students' ability to make better career decisions by giving them a meaningful opportunity to contribute to your firm, learn about their skills and preferences, and understand today's workplace. **Everyone wins!**

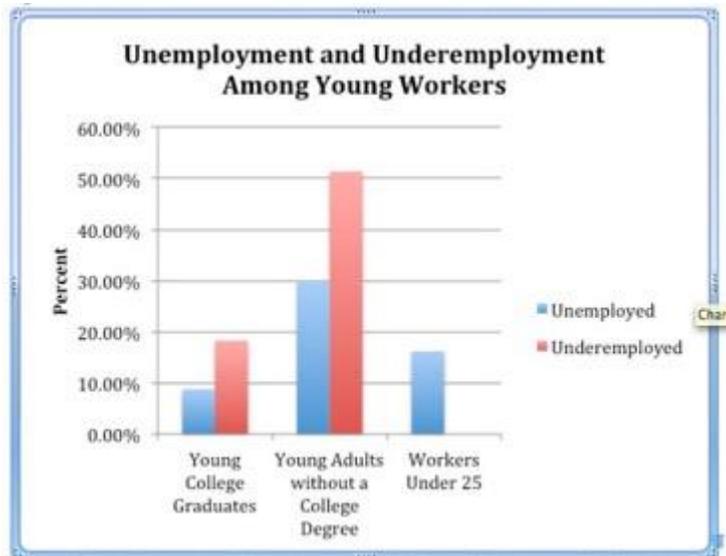
***Mentoring Internships*** enables your company to adopt a sustainable, high ROI Mentoring Internship Program that can operate year-round, for years to come.

***Mentoring Internships*** enables you to launch your first cycle/semester by empowering your staff with training, information and support systems, and evaluation tools. You can engage as many departments as you like (e.g., finance, customer service, sales, marketing, research, communications, etc.) to provide quality internships during the Spring, Summer, and/or Fall semesters for high school, college and/or graduate students. Once your Mentoring Internship Program is adopted, you can implement it again and again.



## Why Offer a Mentoring Internship Program?

The United States has a serious problem, as noted by studies conducted by the Associated Press and Federal Reserve of New York: students are **underemployed** in jobs that do not require the skills they have learned in school. McKinsey has also found that more than half of young people today do not know how to launch themselves on a viable career path.



*(Planners Web, 2013)*

The Associated Press' reports, said "recent graduates are now more likely to work as waiters, waitresses, bartenders and food-service helpers than as engineers, physicists, mathematicians and chemists." When college students are taking jobs that they are too skilled for they are displacing less educated workers! "For every underemployed college degree holder, there's a decent chance someone with just a high school diploma is out of work entirely."



This does not only affect less skilled workers; it affects the economy as a whole, affecting you, your family, company, and community!

Wharton Professor, Peter Cappelli, in [Why Good People Can't Get Jobs](#) (2012) concluded that the solution lies in encouraging companies to help students gain work experiences, not shifting the responsibility to schools.

We need to give students more work experiences and on the job training so that when they graduate, they have the tools, skills, and knowledge, needed to launch careers where they can actually use their acquired skills effectively!



People have fortunately started to take notice. Howard Schultz, chairman and CEO of Starbucks recently said *“I truly believe that these young men and women are not the biggest challenge facing our economy – they are our greatest opportunity.”*

The CEO of Taco Bell, Brian Niccol, also recently said *“Youth are very important to our business with 55 percent of our employees between the ages of 16 and 24. This effort (Internships) is where we find our most passionate customers who become our most passionate employees. And moreover, it is our responsibility to build the communities we are operating in.”*



***Mentoring Internships*** was founded to help companies adopt sustainable, high quality student Mentoring Internship Programs which **increase their own productivity and enhance their reputation in the community, while simultaneously helping students learn how to make better career decisions.**

## **Benefits of Operating a Mentoring Internship Program**

### ***Increase Company Productivity***

Some companies believe it's not worth taking on interns, because it wastes staff time and money. However, when a supervisor delegates work to a less expensive team member, productivity increases. While, it takes a little time to train and supervise the worker, if the time spent on training is less than doing it yourself, then the delegation is cost-



effective! Taking a few extra minutes during each project, to increase the quantity and quality of work, makes hiring an intern a no brainer!

### ***Enhance Mentors Management/Supervision Skills***



Mentors who participate in this program gain supervisory skills and experience in being a true and successful leader. You will polish your communication, listening, leadership, delegation, and teamwork skills, while helping interns become effective, and you provide Interns with a role model.

### ***Improve General Staff Engagement***

Employees often do not have the opportunity to work with young people and learn, first-hand, about their issues and perspectives. Therefore, the team with which the intern works – as well as other staff who have an opportunity to interact with the intern – are likely to benefit from their presence.

Young people bring a new set of ideas and experiences to a company. This is especially useful if your company is looking for fresh ideas to revitalize and grow your company.



Mentors who participate in our program gain the satisfaction of knowing they've helped young people receive valuable experiences, launch their career, and/or stop them from going down the wrong career path! Either way, you and your Company become a monumental part of helping and changing young people's lives.

### ***Strengthen Your Company's Reputation***

Every company knows that reputation can be as important as the company's actual products/services. Employing Interns demonstrates to the community that your Company is committed to the development of the next generation. This reputation attracts both parents and students to want to do business with your company.



Providing meaningful and productive internships for young people elevates your brand image among Millennials, encouraging them to become customers. Young people will know more about your brand and therefore

will be more likely to use your Company's services, increasing sales and profits.

Further, Interns get a good feeling for your company and become “brand ambassadors”. They will speak positively about your Company with their friends, family, and colleagues; in turn, this creates a better Company brand image in the community. This may translate into increased business and revenue for your company.



### ***Faster and Better Job Recruitment***

According to the National Association of Colleges and Employers, employees hired from an internship have a higher five-year retention rate than hiring completely new employees. Companies with Mentoring Internship Programs use it to identify recruits with the right skills and culture fit. As one Barron’s top 10 ranked wealth manager stated, *“We have four interns every summer, with the goal of offering a fulltime job to the one with the best cultural fit.”*

### ***Facilitate Student’s Career Development***



The Mentoring Internship Program allows Interns find and create their career path. They develop self-confidence, work habits, work skills, practice teamwork, identify their own strengths and weaknesses, and learn the importance of company strategy and culture.

## Mentoring Internship Program Participants

There are three roles: Program Coordinator, Mentor, and Intern.

### ***Program Coordinator***

- The Program Coordinator assumes full responsibility for the program.
- He/she identifies staff within different departments who want to serve as Mentors.
- Potential Mentors draft Intern job descriptions which the Coordinator will use to recruit qualified students who have the required hard and soft skills, knowledge, etc. Students should commit sufficient time to the internship to take responsibility for their projects: 15-20 hours during Spring and Fall semesters, and 32-40 hours during the Summer.
- The Coordinator recruits students that match the job descriptions
- He/she facilitates the initial Mentoring Internship Program cycle/semester.



### ***Mentor***

A Mentor helps the student understand the project that he/she works on, including its purpose and the standards of excellence required. Second, the Mentor coaches the intern to do the work and holds the student accountable. Interns need to feel involved and motivated in their work and for the Company to produce the best results. and in turn will produce better results. An open channel of communication between Mentor and Intern is key; the Intern should feel comfortable to discuss with the Mentor about issues concerning the job, the department, and the Company as a whole.

### ***Interns***



Interns commit to learn new ways of working to generate results, including how to work effectively in a group setting, and how to meet deadlines. In addition to doing the work for their Mentors' departments, Interns should be given an opportunity to meet employees in other departments, to explore other career options and a viable career path that might also meet their interests and needs.

## Launch Your First Cycle

### ***Program Coordinator First Solicits Mentors***

What qualities should you look for when selecting Mentors? Qualities include: competence, good time management, patience, listening and communication



skills, delegation/supervision skills, and ability to collaborate with a team. Once a Mentor is identified, he/she creates an Intern job description. The Mentor must explain the project(s), identify the responsibilities of the Intern, and note the weekly time commitment and duration of the internship. The Mentor needs to be able to get his/her own work done while supervising the Intern.

### ***Program Coordinator Then Solicits Interns***

The Program Coordinator then advertises the job description. This is done through various networks, including school career placement offices and specialized organizations that solicit Interns. Once the student applies the Coordinator interviews and recruits Interns based on skills and culture-fitness and the likelihood that personalities of the Mentors and Interns will match. If technical skills need to be verified, Mentors should be involved.



## Information and Support Tools

### ***Wiki and Social Forum***



Coordinators and Mentors inevitably will have questions on how to handle challenges while implementing the program. ***Mentoring Internships*** provides a Wiki (online manual), they can use to get information on fact based questions.

A Community Forum enables Coordinators and Mentors to obtain and provide social and emotional support. Over time, many

Companies who offer Mentoring Internship Programs will have access to the Wiki and the Forum, allowing them to help one another with different perspectives.

### ***Mid-Term Evaluation***

Mentors and Interns evaluate the program mid-cycle so that the Coordinator can make any mid-term adjustments deemed necessary. Mid-term evaluations assess both the program and the capabilities of the participants.

### ***End of Cycle Evaluation***

Another evaluation takes place at the end of each cycle to provide the Coordinator with feedback before starting the next cycle. The Coordinator will discover what worked, what didn't work, and what is missing from the program. This ensures continuous improvement toward creating the best possible program.



## Institutionalizing Your Program

Once the first cycle is completed, choose how to continue offering additional cycles for years to come!



### ***Program Coordinators and Mentors***

Members can renew their accounts for the online Wiki and Forum to continue receiving technical and emotional support for a fee.

### ***Additional Leadership and Organizational Services***

If you need other consulting and educational services, contact the Presentation Excellence Group ([www.presentationexcellencegroup.com](http://www.presentationexcellencegroup.com)). They offer programs on accountability, creativity, innovation, leadership, management and presentations.



## Conclusion

A **Mentoring Internship Program** is an investment in the growth of your business, your staff, tomorrow's workers and the American economy. For more information, contact us at [www.mentoringinternships.com](http://www.mentoringinternships.com)

## ABOUT US

***Mentoring Internships'*** CEO is Jerry Cahn, Ph.D., J.D. He leads the Presentation Excellence Group and Vistage New York, which is part of Vistage Worldwide, which services 20,000 CEOs leading \$5M-\$1B companies. His career includes private and public companies, government and non-profits. A leadership, strategy, innovation, and presentation expert, as well as university professor, he's created mentoring programs for companies, and personally, hosted 600+ interns from high school through graduate school. He founded ***Mentoring Internships*** in response to school career counsellors' requests to identify more internship opportunities, and parents' requests for internships for their children – even though they weren't hosting any interns in their organizations!