



Mobilizing Brands.
Driving Business.™

INTERNSHIP PROGRAM OUTLINE
A REAL-LIFE EDUCATIONAL EXPERIENCE

2010

About Blue Strategy + Creative Intl, LLC

Blue is a tradigital firm located in downtown Sarasota that specializes in mobilizing brands and driving business. By combining marketing innovation, strategic thinking and fresh creative solutions, we help our clients build lasting relationships with their customers.

Our expertise revolves around identifying new and unexpected revenue streams. Drawing on our experience, business acumen and passion, we identify our clients' ideal marketplace and formulate a strategy that will help them stake their claim.

Blue Internship Benefits

The Blue Internship program is a practical work experience with a leading agency. Each Internship program is designed to provide the student with a "real life" account of business strategy and creative services office work environment and customer management experience.

Blue Internship Functional Description

Blue provides a working environment where students will execute the disciplines and skills they study in school. The Blue environment pushes students to learn while measuring their success. The program can be tailored to be full or part-time or may be based on a set number of hours for a project or course.

Blue Internship Goals

Blue believes it is every business' responsibility to give back to the community and to mentor individuals personally and professionally in the workplace. Blue extends its commitment every day to individuals and partner companies seeking growth. Blue is excited to offer an internship program to students who desire to forward and deepen their educational experience. Blue is committed to making that experience impactful for every student, regardless of his or her skill level.

Every student has the opportunity to:

- Experience day to day business operations
- Experience and manage client interactions and expectations
- Experience and understand sales and sales cycles
- Experience and participate in a dynamic work environment
- Understand the responsibilities of being a part of a team and the impact of each role.
- Understand the demands and interactions in a customer service-driven business.
- Contribute to the research and development of ongoing product development and refinement.

Blue Internship Program Process

The Blue Internship program outline is not set in stone. An Individual Development Plan (IDP) will be created for each program participant. It will serve as a valuable tool during the internship to set goals and plan resources to gain and make commitments. The IDP is a device that the intern and his/her supervisor can use to both communicate and clarify expectations.

Each program will have the following characteristics.

- IDPs will be designed around specific learning objectives for the intern. The learning objectives should include general management areas as well as technical skills and experiences that will qualify the intern for the target position at the end of the experience. (No employment is guaranteed by Blue or others)
- IDPs will clearly indicate how the learning objectives will be accomplished. Examples include: rotation details, task force assignments, and/or formal training. Time frames for the accomplishment of the learning objectives may be determined if necessary.
- IDPs will be treated as planning documents to be reviewed periodically and revised as appropriate.

Blue Internship Fees and Compensation

There are no fees associated with Blue's internship application or program. All internship programs are unpaid unless otherwise discussed. Internship programs are clearly defined and created to provide measurable and tangible results for the intern. Blue assumes responsibility for the program and its success, devoting valuable internal and external resources to support the program. Blue may hire interns who successfully complete the program. Employment is not guaranteed. Blue will support an intern finding employment elsewhere upon successful completion of the program if necessary.

Blue Internship Position Available:

Web/New Media

Graphic Design

Social Media

SEO/SEM

Blue Internship Guideline and Measures for IDP

The following guidelines are the foundation to Blue's IDP creation process. Each is monitored and measured as part of the program when possible.

1. **Written Communication** - Expresses ideas and facts in writing in a succinct and organized manner.
2. **Oral Communication** - Expresses ideas and facts to individuals and/or groups effectively, making clear and convincing oral presentations. Listening to others facilitates an open exchange of information and ideas.
3. **Problem Solving** - Identifies and analyzes problems; finds alternative solutions to complex problems and distinguishes between relevant and irrelevant information to make logical judgments.
4. **Interpersonal Skills** - Considers and responds appropriately to the needs, feelings and capabilities of others. Adjusts approaches to suit different people and situations.
5. **Managing a Diverse Workforce** - Is sensitive to cultural diversity, race, gender, other individual differences in the workforce and manages workforce diversity.
6. **Vision** - Takes a long-term view and initiates organizational change for the future, builds the vision with others and spots opportunities to move the organization closer toward that vision.
7. **Creative Thinking** - Develops new insights into situations and applies innovative solutions to make organizational improvements, designs and implements new or cutting edge programs/processes.
8. **Flexibility** - Is open to change and new information. Adapts behavior and work methods in response to new information, changing conditions or unexpected obstacles and effectively deals with pressure and ambiguity.
9. **Decisiveness** - Makes sound, well-informed decisions and perceives the impact and implications of those decisions. Commits to action even in uncertain situations in order to accomplish organizational goals and causes change.
10. **Leadership** - Inspires, motivates and guides others toward goal accomplishment. Coaches, mentors and challenges subordinates while adapting leadership styles to a variety of situations. Models high standards of honesty, integrity, trust, openness and respect for the individual by applying these values to daily behaviors.
11. **Conflict Management** - Manages and resolves conflicts, confrontations and disagreements in a positive and constructive manner to minimize negative personal impact.
12. **Self-Direction** – Demonstrates belief in their own abilities and ideas. Chooses to be self-motivated and results-oriented in order to recognize personal strengths and weaknesses. Seeks feedback from others as well as opportunities for self-learning and development.
13. **Influencing/Negotiating** - Persuades others; develops networks and coalitions; gains cooperation from others to obtain information and accomplish goals. Negotiates to find mutually acceptable solutions and builds consensus through give and take.
14. **Planning and Evaluating** - Determines long-term objectives and strategies, coordinates with other parts of the organization to accomplish goals. Monitors and evaluates the progress and outcomes of operational plans and anticipates potential threats or opportunities.

15. **Financial Management** - Prepares, justifies, and/or administers the budget for program area. Plans, administers and monitors expenditures to ensure cost-effective support of programs and policies.
16. **Human Resource Management** - Empowers people by sharing power and authority. Develops lower levels of leadership by pushing authority downward and outward throughout the organization. Shares rewards for achievement with employees. Ensures that staff are appropriately utilized, appraised, developed, and that they are treated in a fair and equitable manner.
17. **Client Orientation** - Anticipates and meets the needs of clients, achieves quality end products and is committed to improving services and organizational effectiveness.
18. **External Awareness** - Identifies and keeps up-to-date on key agency policies/priorities and external economic, political and social trends which affect the organization. Understands where the organization is headed and how to make a contribution.
19. **Team Building** - Manages group processes; encourages and facilitates cooperation, pride, trust, and group identity. Fosters commitment, team spirit, works well with others to achieve goals.
20. **Technology Management** - Integrates technology into the workplace, develops strategies using new technology to manage and improve program effectiveness and understands the impact of technological changes in the organization.
21. **Internal Controls/Integrity** - Assures that effective internal controls are developed and maintained to ensure the integrity of the organization.
22. **Technical Competence** - Understands and appropriately applies procedures, requirements, regulations and policies related to special expertise, e.g., engineering, physical science, law, or accounting and maintains credibility with others on technical matters.