



16 Things Kids Can Do, Inc.

**Internship, Work Experience &
Career Track Handbook**

August 2014

Internship Handbook

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Mission Statement of Internship Program:

The mission of our Internship Program is to provide opportunities for students and graduates to work on real world projects in order to develop their communication, business, computer, marketing, management, leadership, research, problem solving and time management skills that will be of benefit to them both professionally and personally.

Internships & Work Experience Programs:

It doesn't matter if you are 17 or 87 years old, a student or a graduate: If you are willing to learn and make a commitment, we can develop an on-site or internet-based custom Internship program for you. We offer valuable, real world experience in the following areas: Communications, marketing, public relations, business, social media, advertising, meetings & special events, web design & management and computer information systems. These structured programs, once completed can be added to resumes along with letters of recommendation.

Requirements for Success:

Regardless of your background, in order to be successful in our internship programs there are really only three things that you have to have coming in:

- 1) **Desire To Be Successful.** You must have a passion, energy, for what you are doing.
- 2) **Determination To Be Successful.** You can have all the desire in the world, but if you don't put it in work, you are not going to be successful.
- 3) **You Must Be Coachable.** This means you have to be willing and able to take direction. There are concepts, practices, and procedures that you going to be exposed to that you may not understand right away, but you still have to do the assigned tasks with the hope that the understanding will follow.

Our Program Approach:

Our philosophy is different than how other company's run their programs:

Firstly, we give you a core concentration in your field, but no matter what your major we also add in: business, communication, marketing, management, leadership, office technology, research, time management and problem solving skills.

Secondly, there is no busy work involved. Everything you do is significant, substantial, and designed to get you to think and understand the different aspects of the program you are working on.

The "Why's" Behind Our Approach:

- 1) You need to develop all of these skills in order to be successful in your life regardless of what you are doing.
- 2) Where you start -- in terms of what you are studying in the school -- may not be where you end up. These skills give you the confidence to take on challenges and opportunities you might not otherwise pursue.

- 3) We have multiple programs in our organization and they draw on many disciplines to achieve their objectives. Depending on the program you're working on, your development of these skills may be different as well.

A Singular Focus or Multi-Program Approach:

During your time with our company, you can choose to focus on one core field of study or you may want to do multiple: i.e., Public Relations and Financial Services.

Internship Background:

Our programs have been used by students at NYU, Pace, Pratt, Hunter, etc. in New York City, as well as elsewhere in the world.

- 1) These are structured programs that once successfully completed, can be added to resumes along with letters of recommendation. In many cases your name and our acknowledgments will be added to our books and web sites where you will be able to reference them directly to prospective employers.
- 2) The next step: Log-in to our website, complete and submit your internship contact information and we will contact you to arrange a telephone or in-person appointment. It's that simple!
- 3) One of our goals with our internship program is to identify people interested in continuing their involvement with our organization. Now they have demonstrated their responsibility, work ethics, mastery of the requisite skills and are on board with our mission, we have found someone that can truly be an asset to Kids, People and the Planet.

Students /Grads who want excitement, challenges, experience and possible future employment:

- 1) Entrepreneurship/Financial Services: Business, Finance, Economics, MBA, Accounting, Etc.
- 2) Communication: Marketing, Business Management, Advertising, PR for Fund-raisers, Meetings & Special Events, Books, Television, Social Media, etc.
- 3) Publishing: Graphic Design, Writing, Business Management, Marketing, Advertising, PR & Communications,
- 4) Web-Site Development & APP Development: HTML, ASP, Access, MySQL, Photoshop, Web-Site to Database, Shopping Cart, FTP. Programming for Android & Apple.
- 5) Graphic Arts: Photoshop, InDesign, Illustrator, Dreaweaver, Flash, Quark for Books, Board Games, Publication & Print Work, Web-Site Construction, Apps.
- 6) Meetings & Special Events: From Location Scouting to Coordination and Management for Workshops, Fund-Raisers, Galas, Auctions, Seminars, Auditions, TV Production Shoots

The Real World Difference:

The skills you have when you come in are not usually adequate to do the work that we perform, so we spend a great deal of time on your development and training.

The education that you got from your university, only about 20% of it is applicable to what you will be doing in the real world. When you do our programs -- about 80% of what you're learning is going to be applicable to your professional life as well as your personal life.

This program works on organization, study habits, reading and other subjects. May help with class work

either in the classroom or at the workplace. Excellent for Peer-to-Peer mentoring and Better Communication & Literacy Workshops.

Additionally, there is no grade inflation when you are in our program. What this means is when you do something, and you don't do it the best way (or what we think is the best way), you will be given feedback, and it will be corrected before it's implemented.

Very often when you do work in school, professors don't evaluate it based on the totality of the work you do. They only look at a narrow aspect of your work and grade accordingly. Many of the opportunities for you to improve are not taken advantage of, and you end up not really knowing whether your work is really as good as the grade you achieve. We evaluate your work on multiple criteria so you have the best opportunity to develop.

Programs Give You Career Options:

One of the fundamental areas that people struggle with over their lifetimes is money. More specifically, finances. In keeping with our mission, we provide people with the opportunity to learn and earn a five and six figure income while helping educate individuals and families on how money works!

And for those of you that choose Financial Services, instead of having to fight and look for a job that might take 3-6 months after graduation to get ... we allow them to come in on a part-time basis while they are still in school ... learn, get trained, and then when they graduate, they can either continue with our affiliated company part time or full time with earnings that are the best in the industry.

And that's great advantage because it takes significant worry off their shoulders for what's going to happen in their future.

Internship Industry Fields:

Advertising
App Development
Business
Communication
Education
Entertainment
Entrepreneurship
Financial Services
Grant Writing
Graphic Design
Human Resources
Management
Marketing
Meeting & Events
Merchandising
Programming
Public Relations
Publishing
Social Media
Travel & Tourism
Video Production
Web Development
Writing

16 Things Kids Can Do Internship Schedule Guidelines:

Programs:	Time Frames:	Compensation:
16 Things Kids Can Do	3-12 Months	No.
Financial Services	3-24 Months	Yes.

Time Frame: 15-40 Hours Weekly:

Program Skill Guide:

Program Name:	Description:	Major:
16 Things Kids Can Do	Non-Profit Educational Organization	Advertising App Development Business Communication Education Entertainment Entrepreneurship Financial Services Grant Writing Graphic Design Human Resources Management Marketing Meeting & Events Merchandising Programming Public Relations Publishing Social Media Travel & Tourism

Description of Internship and Work Experience Programs (Unpaid):

16 Things Kids Can Do Program Description:

“16 Things Kids Can Do” is a not-for-profit educational organization that works to empower Kids, People & The Planet to resolve areas of conflict on a wide variety of important issues that threaten the health of our country and the well-being of the world.

One of the main goals of the organization is to get kids and people to internalize the best way to handle problem issues in their lives, and then be proactive about working to change; not only themselves, but their family, friends and associates in positive meaningful ways.

Children are the foundation for the stability, growth and ultimate success of society. Yet all too often they are not given the tools they need to succeed, especially regarding problems they inherit from previous generations.

“16 Things” is designed to provide an on-going network of books, programs, events, activities and people that will educate and empower kids and people to be proactive throughout their lives on a host of fundamental issues ... subjects like health, nutrition, fitness, education, business, volunteering, the environment and life skills. And when kids and people are empowered, they can help change family and peer dynamics as well.

Based on your major and the programs we have currently under development, you will work on one or more of the programs detailed below. We will always strive to have you understand the entire scope of the program and have you make a meaningful contribution to its success.

16 Things Program Guide:

1. We Speak Now: Presidential Petition Program to have August Declared National Kid’s Awareness Activities and Acknowledgment Month. (Priority: High. Time-Frame: 1-6 Months.)
2. 16 Things Community Outreach: Local and/ or National program to make 16 Things educational and work programs available through schools, churches/temples, libraries and other organizations. (Priority: High. Time-Frame: On-Going.)
3. 16 Things Club College Outreach: National program to establish 16 Things Clubs in Colleges and High Schools across the country. (Priority: High. Time-Frame: On-Going.)
4. 16 Things Greek Organization Outreach: National program to establish 16 Things Programs at Greek National and Chapters organizational levels. (Priority: High. Time-Frame: 6-12 Months.)
5. 16 Things Celebrity Outreach: National program to enlist Actors, Athletes, Musicians, Politicians, etc. to support 16 Things programs. (Priority: High. Time-Frame: On-Going.)
6. 16 Things College Course Programs: Place 16 Things programs in the Classroom to provide hands-on work experience to Business, Management, Marketing & Entrepreneurship students. (Priority: Medium. Time-Frame: On-Going.)
7. Special Events & Fund-Raising: A. “Celebrity Quest” is 16 Things Fund-Raising Event that empowers school kids by having them experience what it’s like to “Be a Celebrity” on the Red Carpet when competing in a Talent Contest. B. Grant Writing. (Priority: High. Time-Frame: On-Going.)

8. Financial Services Work Program: Provide free college and community based financial seminars that teach people how to build for retirement, fund children's education, reduce the effects of inflation and create wealth, tax-free, according to IRS code. (Priority: High. Time-Frame: On-Going.)
9. Health Care Services Work Program: Provide free college and community based seminars that teach people how to protect themselves and their loved ones from the high costs of long term health care now topping over \$250K for individuals 65 years and older. (Priority: High. Time-Frame: On-Going.)
10. National Kid's Awareness, Activities & Acknowledgment Month: Series of Free Workshops & Programs on critical issues including Health, Fitness, Finance & Life Skills, Literacy & Writing Skills etc. that inspire people to internalize information, be more proactive about influencing their sphere, and acknowledging and rewarding them as reinforcement. (Priority: Medium. Time-Frame: On-Going.)
11. Workshops, Seminars & Trade Shows: Held throughout the year on a community, city, state and national level, 16 Things Workshops, Seminars and Trade Shows focus on one or more of the problem issues that people need to overcome during their lives. (Priority: Medium. Time-Frame: On-Going.)
12. Legal Services Work Program: Provide free college and community based seminars that teach people how to protect themselves from the high cost of attorney fees through programs that provide unlimited legal advice, 24/7 emergency legal assistance, document review, reduced court fees and identity theft protection and restoration. (Priority: Medium. Time-Frame: On-Going.)
13. Reference Book Series: Author, Lyle Benjamin, created an educational Reference Book series where each book depicts 16 problems people encounter in specific areas of their lives, their normal unproductive responses, and "The Real Deal" -- the steps readers need to take to solve the problems and why. Each problem is also addressed by two industry experts that supply their testimonials and their credentials, web sites, and contact information. (Priority: Medium. Time-Frame: On-Going.)
14. Better Communication & Literacy Workshops: Workshop participants receive peer support as they read out loud from books provided through the non-profit educational organization, 16ThingsKidsCanDo.Org, and discuss problems and solutions. (Priority: Medium. Time-Frame: On-Going.)
15. Television & Internet Programming: "Cooking with Kids" is fast-paced internet-based TV show featuring celebrities, experts and kids exploring health and nutrition issues, solutions and demonstrations of a recipe or two. (Priority: Low. Time-Frame: On-Going.)
16. Global Initiative Program: 16 Things Global Initiative Programs provide a Forum for people of all ages to define specific problems that confront the world, and then ask readers to provide possible solutions to these problems. (Priority: Low. Time-Frame: On-Going.)

Financial Services Career Track Program:

Our mission is to help people understand how money works in order for them to achieve their financial objectives; i.e., properly build for their retirement, fund their children's education and create/protect wealth, tax-free according to IRS code. Will learn how to educate people in numerous financial concepts, conduct Financial Needs Analysis and run Reports in order to meet Client Objectives.

The Career Track Program provides free college and community based financial education seminars that work to teach people the financial concepts they need to know in life in order to build the most effective retirement plan, educational funding plan, estate preservation plan.

Mission: To give people the fundamental financial education they need to become financially independent and achieve their goals and dreams.

This is a government regulated and licensed position through an established Financial Services Broker/Dealer where Associates must:

- 1) Submit an additional application with background information
- 2) Undergo preliminary 30-day training period
- 3) Complete pre-licensing course
- 4) Pass state licensing exam

Associates are working directly with clients in conjunction with top companies in the financial sector including Transamerica Financial Advisors, ING Financial Services, Nationwide, Prudential, Fidelity, Goldman Sachs.

Associates must have Social Security Number for application and licensing, and be responsible for initial fees: Application/Background: \$100; Pre-licensing Course: \$89; State Testing Center Fee: \$50. Company will reimburse \$300 upon completion of licensing and training during initial 30-day training period.

This program is available to undergraduates, graduate students and alumni. The benefits of the program are numerous including increased proficiency in communication, business, marketing, management and entrepreneurship skills.

This is not a sales position. Associates do not sell the affiliates own product. However, they do work with top companies in various sectors including protection, annuities, stocks, bonds, mutual funds, 401K rollovers, and long term care in order to help meet client objectives. When an associate does analysis for a client and the client wants them to set up their program, the client pays the company the associate recommends directly, and that company pays our affiliate company - in advance - from their profit.

All majors welcome. All training provided including group, team and field training. Training sessions include instruction from Senior Management earning six- and seven-figure annual income.

Opportunity to earn while you learn where the goal is to reach a six-figure income in less than two years. Profit sharing, stock options, paid vacations including air travel, hotels and entertainment, performance bonuses, and retirement plan payments are all available.

The Application Process:

If you are interested in applying for a position, you will need to review our programs and submit a written application. Once we receive and review your application, we will contact you to schedule either an office or Skype Interview. Based on both your Application and Interview, we will determine whether you are a good “fit” for our programs. If you are, then you will receive an acceptance letter in the program as well as a “Letter of Agreement” that you will need to complete. This letter will outline many of your duties and responsibilities, and allow you to state your learning objectives.

The Structure of Your Internship:

You will also get access to a Dropbox account, where we share files whether you’re in the office or doing work at 2 o’clock in the morning from home. You will also create and maintain a spread sheet that will have the name of the organization you doing the task for, the title of what you working on, and the tasks that you are doing, as well as any notes that you make.

Additional Tangible Benefits of Your Internship:

1) Resume Review & Correction: This spread sheet will form the basis of how you update your resume in the future. And when you successfully complete your internship, I will personally review your resume and correct it.

Even if you have taken a resume class through the Career Resource Department in your school, virtually everyone has mistakes on their resume. The school only looks at one or two criteria, but I evaluate on multiple criteria using my knowledge of business, writing, analysis and graphic design.

Your resume is the culmination of your education and work experience to date. You might have spent \$150,000 on getting to this point. And when you submit your resume to an HR department and you have mistakes in it, many of them will automatically exclude you from a position with their company.

It's very simple: If you don't care enough to have your own work 100% correct, or if you don't have enough skills to prepare your resume correctly when your future is at stake ... how will you handle company work?

2) Written Letter of Recommendation: When you successfully complete your program, you will receive a written letter of recommendation that will specifically tie into the tasks you did that are of consequence for the perspective employer.

What employers want to see is not only a laundry list of your accomplishments, but that you can extrapolate, you can take what you learned from what you did for us, and apply it to what you are going to do for them. Companies want to know that it will take less time for you to train, so you're going to be productive more quickly and be a benefit to the company -- that's what the Letter of Recommendation does, it provides confirmation -- independent verification -- that you did the work.

3) Portfolio Creation: We recommend that you have a portfolio to showcase the work that you've accomplished. Portfolios are used in the graphic design, photography and entertainment industries (in the form of a "reel") to showcase the accomplishments and skill set of the individual.

But in business, a prospective employer will not say let me see your portfolio. But we encourage you to create one, based on the tasks you've done in our organization. Especially, if you are doing a dual track program with our non-profit or entertainment programs.

What you want is a competitive advantage, and the way we set up our system is designed to do just that, regardless of where you going.

The Next Steps for Being Accepted Into Our Program:

1. Complete and submit your written application.
2. Schedule Your Interview.
3. Receive a "Letter of Acceptance" and "Internship Agreement" by email.
4. Complete and submit your "Internship Agreement."
5. Show Up, Set-Up & Start!

What Do Successful Interns Do?

Establish credibility – Successful interns establish credibility early on. They are on time for events and appointments. They follow through with assigned tasks. They keep their word. They are appropriately dressed and groomed. They are willing to help out and go the extra mile.

Act as good colleagues – Successful interns treat fellow staff and volunteers the way they want to be treated. They treat them with respect. They take an interest in them as people. They listen more than talk. They try to see another's perspective.

Work proactively – Successful interns take the initiative for their work and learning. They accept responsibility for the value of the experience. They come to work prepared. They act with eagerness and enthusiasm. They don't procrastinate. When some-thing needs doing, they do it. They seize opportunities.

Work with others – Successful interns seek to understand existing structures and work with those involved. They utilize the abilities of others and involve people in the tasks, rather than doing it all themselves. They are cooperative and congenial. They have a reputation for valuing others.

Seek feedback – Successful interns tactfully seek feedback on their work. They listen to *constructive criticism* with a spirit of humility. They want to know what they are doing well and what they need to do better.

Keep communication lines open – Successful interns make sure the expectations are clear all the way around. They seek the information they need. They ask lots of questions. They let those they are working with know what's going on, how they are coming on projects, what they need, and what they appreciate about staff and volunteers.

Keep focused on learning – Successful interns never forget that they are on the job to learn. They come open to new ideas and experiences. They keep their ears and eyes open to successful approaches and useful tips. They evaluate their performance.

Collect final reflection report artifacts as they go – Successful interns don't wait until the end to collect artifacts for their final report and then rush to throw something together. They are gathering items as they go.

Keeping A Journal:
(Along with your Spread Sheet)

Benefits of Keeping a Journal:

- Journals provide a record of your professional growth and development over the course of your internship
- Your journal entries will prove to be useful when updating your resume
- The process of writing about your experiences will help you to reflect on what you have learned

Journal Tips:

- Find your own journal writing style and be honest
- Your journal is a great place to record new contacts that you make through your internship

What to Include:

Duties/ Projects:

- Duties you carried out this week
- Any new projects that you were assigned or were working on and what they entailed
- How these duties relate to your learning objectives
- How you applied coursework completed in your program

New Skilled Learned/Training:

- List any new skills that you learned this week
- List any training that you undertook, whether it was organized training or individual training
- How you improved your background in the field

Observations:

- Your personal observations about the organization, the structure, politics, communications and attitudes of people that you worked with or are working with
- How your observations have changed from the previous week
- The psychological, intellectual and physical requirements of this type of work

Learning Objectives:

- What objectives did you accomplish this week and what activities were done to assist in completing your objectives
- What are your goals for the next two weeks to assist you in achieving your objectives

Your Final Report:

Each student will put together a final Internship Report. The Report is a collection of information about the internship experience. This is an attractive and professional looking document that will showcase your internship experience. Like a portfolio, it is a selling tool that is meant to “showcase” your internship experience. Things to include in the Report:

- **Reflection** of the below
 - In hindsight, how could you have carried out your duties and projects differently? (15-25 sentences)
 - How has what you learned in your internship affected your personal goals/objectives? (15-25 sentences)
 - Can you relate any projects, assignments or activities from your classes to the practical work you carried out at the internship (give specific examples and what class assignment/course they related to)? (15-25 sentences)
 - Is this a career direction you wish to pursue, yes or no and why? (15-25 sentences)
 - How would you change the structure of the organization at your internship site? (15-25 sentences)
- Clean copies of **internship components**:
 - Learning agreement
 - Student evaluation of cooperative field experience
 - Copy of the mid-quarter supervisor evaluation and the final supervisor evaluation
 - All copies of weekly journals
- **Pictures** with descriptions from the job site that include the student intern in them. Document your experiences through a photographic record. Make sure you ask permission from your supervisor before you take your photos. You will turn in 20 pictures in your Final Report.
- FYI: Photographs of yourself on the job site are a requirement of your Final Report.
- Make sure you appear in at least 10 of your photos AND ASSURE THEY ARE **CLEAR GOOD PICTURES**.
- **Company literature/paperwork**. Documents attained through training classes, meetings etc.
 - Examples: designer’s renderings, cost sheets, buying orders, marketing or promotional tools, hangtags and labels, etc. must be returned.
- **Projects/Interviews**
 - If completing a visual display or project you need to include a picture of you working on each step to complete the project. With each picture there should be a minimum 5 sentence narrative explaining the step in the process. You should also include a final picture of your completed visual objective.
 - If you are doing any interviews you should include the interview information here which should consist of
 - ♦ Goal of the interview
 - ♦ Person you are interviewing
 - ♦ Persons title
 - ♦ Persons background (years at company, degree, other apparel industry experience)
 - ♦ Interview questions
 - ♦ Answer to questions
 - ♦ Reflection on what you learned from the interview
- **CD** including all pictures and written documents etc.

Assure that all sections above are separated with labeled dividers (use the bold words as the divider name) and individual items are labeled. There is no exact length of the Report. However, a brief, poorly put together, unprofessional looking collection of material will not receive a satisfactory grade. Think of it like an internship portfolio. It is a tool that is meant to “showcase” your experience. Note you *will not* be getting the Report back.

Biography of the Founder of 16 Things Kids Can Do:

Lyle Benjamin began his career as an Entrepreneur as an undergraduate English major when he founded The University of Florida's unofficial literary magazine. While attending law school, Benjamin was offered a job with the NY Attorney General's Office after completing his internship, but instead chose to leave school early to open up Printing and Design business.

Later Benjamin utilized his skills to create a best-selling relationship board game in partnership with a California game company. He then moved to New York City and successfully created, pitched and produced, "Relationships Today Magazine," the first national newsstand magazine exclusively devoted to helping people deal with the complexities inherent in all types of relationships: Intimate, family, friendship and work.

Benjamin's next endeavour was the creation of Locations, Etc. Inc., a Meeting and Special Events company that coordinated and managed over 50 different types of Corporate and Social events and published a Special Events reference book sold in bookstores including Barnes & Noble.

Recently Benjamin has changed the focus of his company from helping Companies and Individuals with their event needs to the Business Development of Start-ups that are designed to benefit Society on a larger level.

Principal among these companies is the educational not-for-profit "16 Things Kids Can Do, Inc." whose mission is designed to provide an on-going network of books, programs, events, activities and people that will educate and empower kids, people and the planet to be proactive on a host of fundamental issues ... subjects like health, nutrition, fitness, education, business, volunteering, the environment and life skills. And when enough kids and people are empowered, they can help change the world.

Benjamin is also working to establish an Internship/Work Experience Scholarship Program at Colleges, Universities, NPOs, etc. that helps people from all walks of life receive training and mentoring in the Financial Services industry with the ultimate goal of earning a six-figure income within one to two years, and building a career path that leads to financial independence, security and ownership.