Fieldwork Assignment Final

Goal Analysis

*Goal #1*: Optimize the organization’s advertisements and/or social media content to increase post efficiency.

To achieve this goal, I first read about marketing psychology and copywriting strategies. My two main sources were “The Persuasion Code,” written by Christophe Morin and Patrick Renvoise (2018), and “The Adweek Copywriting Handbook,” written by Joseph Sugarman (2007). I learned about the most common error that marketers make when they create and publish advertisements. They tend to ignore the differences between the “primal brain” and the “rational brain.” Focusing too much on the assumption that rational people make rational decisions, many advertisements prove to be too wordy and lose the viewers’ attention within the first couple seconds of them seeing the post. To me, this was very useful for how I created social media content. Rather than arbitrarily choosing quotes, my focus shifted towards those that were short, sweet, and swiftly got to the point. Using psychological science, Morin and Renvoise (2018) also discuss the idea that any content has to be tangible and memorable: it should minimize the energy needed to process the message it delivers, and should send a message that is entirely based around an issue that is relevant for the viewer (focusing on the consumer, not the seller). I applied this by simplifying the language I used and by introducing more metaphors along with familiar patterns that anyone can relate to. I also suggested that we start using quotes from Kayleen’s blogs and webinars in order to further make the content more relatable for followers. The result was that these new and improved versions of previous content became the highest performing posts out of all the content I had created thus far.

*Goal #2*: Create a concrete business/marketing related system that will help expand the company’s presence in the community.

For this goal, I decided to focus in on how we could connect with other companies to reach more people. After talking to my supervisors, I learned that forming “joint ventures” could be a starting point, but I needed the know-how. Therefore, I picked up the book, “Joint Ventures: From Mediocrity to Millions,” written by Jay Abraham (2005). One simple but major question stuck to me and had to be answered: *How can we add value to another organization?*

To add value to another company, I had to understand our own company’s value first.

So, what’s unique about ours? Overcoming PTSD offers a program that can be worked through at any time and any place. It does not confine you to a certain space, like clinical settings do. Also, it conceives PTSD recovery as self-actualization/self-growth process than as an institutionalized treatment procedure like a drug-addiction rehab. The latter has generated negative stigmas around recovery and makes PTSD sufferers (who many times don’t even know they have it) less willing to publicly discuss it. The self-actualization approach that Overcoming PTSD focuses on is integrated into all of its content, meaning that it is a core part of the org. So, I figured that we could offer a workshop or service for another company that introduces a glimpse of this and introduces the program we offer. Activities like reflection, meditation, and self-love could be transferred from our online platform to the in-person world. I also thought about using a strengths-based approach so people could gain confidence in themselves as they learn more about their unique qualities. This is still in the preparation stage, but I think it could make a big difference in the way people perceive PTSD.

Experience

At first, I felt slightly intimated by the fact that I was the new intern in a new environment and it was my first internship. I put a lot of pressure on myself to make the best impression, but my supervisors helped alleviate this tension during the beginning stages. They made it clear that they wanted to help me integrate within the organization and that they wanted to help me achieve my goals for this semester.

We hit it off through an easygoing conversation about what their organization was all about and what they expected out of me. It was like forming a psychological contract. In this introductory stage (before creating a concrete syllabus/learning contract), there was no formal documentation that clearly spelt out what I wanted to achieve, but I understood what my expectations were and what my opportunities for development could be.

As we talked more and as I dived right into the tasks at hand, I became more comfortable with expressing myself to the people who I originally perceived as “intimidating superiors.” I realized over time that my supervisors appreciated my efforts and that they sincerely meant what they said before. Their directive and open-minded mentorship helped me integrate and work towards my goals. For me, their direct and indirect feedback (spoken and non-spoken) was genuine, which allowed me to trust them. For them the value I added to the org., in terms of both the work I did and the positive energy/vibe/atmosphere I brought in with me, helped them trust me back. They took my aspirations seriously, telling me that I could pursue them as long as I created a solid plan to do so while keeping up with the other responsibilities I was initially given. This showed me that the integration process set me up for success because if the opposite was true, my supervisors would not have expanded my role to this extent. The fact that we’ve all come to trust each other is a major key point for this development.

Because the organization I have been working for is brand new, I was actually the first intern it hired, and so there was no formal staff development program. However, I encouraged them to consider one and they even told me that I could be the lead on creating it if I were to hypothetically work with them in the future.

Effects

I positively affected the internship environment through freeing up time to focus on higher priorities (like optimizing consultation strategies), through inspiring my supervisors to pursue new initiatives (like connecting with other organizations), and through setting a good example as the organization’s first intern (opening the door for future interns). Simultaneously, I changed as well. My experience helped me tap into my strengths and gain confidence in suggesting and implementing new ideas. Through actively engaging in problem-solving discussions with my supervisors, I gained more practical experience in how to productively receive criticism. I now realize that criticism itself is like a chunk of soft clay that is naturally shaped through discussion. As it gets thrown around, it takes new forms and never disappears, even after discussions have ended for the day. I’ve learned to appreciate criticism in this way as a catalyst for growth, as something that is necessary for change, not something that should be feared or avoided. I feel like I’ve been recently getting a lot of “Aha!” moments like these, and becoming more thoughtful on a daily basis is perhaps the biggest change I’ve experienced.