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| 12. | Student will show evidence of goals and objectives that were planned and achieved | HDF 417 |  | A goal I had coming into my final semester at URI was to secure an internship. The way I planned to achieve this was by first applying to various opportunities on RhodyNet. Once I was informed that there was interest in “hiring” me, I had to first send an email to the supervisor of the internship about why I want to work there and why I’m a good fit for the organization. I tied in my own experience and made a good impression; it scored me an in-person interview with the supervisor! I decided to prepare for my interview by uniquely assessing my strengths and using them to market myself during the in-person interview. It was the first time I incorporated my own Strengths into something like this and it definitely worked because I landed the internship position!  One of my main goals for the internship was to help this organization optimize its systems in order to grow its online following and consumer base. I tried to focus the broadness of this goal by asking two questions: how could I make more effective content and how could I help the organization connect with other organizations? To answer the first question, the best starting point for me was to tap into the knowledge pool that has already been used to approach content optimization. After reading from “The Persuasion Code,” I realized that certain psychological processes play a big role into how people perceive any message they receive. Just like in leadership, you have to do whatever you can to relate to people with every mode of communication and with every message you send. This gave me the idea of ditching quotes from other people and incorporating quotes from Kayleen, the face of the whole group. Making this little change, from arbitrary quotes to real and relatable quotes, proved to make a difference in peoples’ online behavior. The top performing posts on Instagram quickly became the ones for which I used Kayleen’s own PTSD-related quotes. The second question I had was a little more difficult to answer, as my supervisors had a lot on their plate and different priorities throughout the semester. However, I made sure to discuss expanding our connections to the point where we all decided to research other groups and create an email list organized by each group’s mission statement. |
| 21. | Student will describe personal application of the above theory (Taylor) | HDF 417 |  | During my internship this last semester, one thing that my supervisors emphasized was the importance of creating and maintaining “systems” for every process we pursue. Developing and maintaining a “system” in this context refers to creating and sticking to a specific method, whether it be related to organizing information or communicating with clients online. Rather than inventing the wheel every time I created a new social media post, I instead committed to the most efficient process to reach the end goal quickly. Doing a job one single way can be mechanical and it’s not always the best method in every scenario, but for the purpose of creating, organizing, and scheduling social media content, it proved to be effective and freed up time for other priorities. |
| 29. | Student will describe personal application of the above theory (Covey) | HDF 417 |  | Security  I’ve developed a sense of worth and identity within the organization through the responses I’ve received from my supervisors. As I’ve become more aware of my strengths, namely Ideation and Adaptability, I’ve implemented them. I lead the brainstorming sessions I have with my supervisors on things that I think could be added as improvements to the way things are done within the organization. The biggest thing I’ve promoted is the idea of expanding the organization through creating business partnerships of mutual agreement with other organizations within the state. My supervisors really appreciated this idea and actually fed off of it by giving me the go to turn this idea into a concrete reality. One of them actually gave me a book on this idea of “joint ventures,” and so I’ve been continuing to learn about new things, including my own development. The response I received from my supervisors has shown me that I can be rewarded by tapping into my strengths.  Guidance  This principle functions as how one receives and internalizes aspects of life that are thrown at this person. The way in which I’ve received things from my internship has been shaped by my sense of identity and value within the organization, but the essence of guidance in these circumstances is the role my “internal monitor” or conscience, as Stephen Covey puts it, plays. I’ve committed to a standard of work ethic and have put it into practice through working consistently on managing social media content for the organization. Although it seemed like a mundane task in the beginning, the results of my work have been really evident. The way I pair text with visuals has encouraged a lot of comments from the public and peoples’ engagement with the posts. As a result of absorbing the task of content creation and making it my own thing, the fact that I’ve encouraged random strangers to comment has by itself given me confidence in my work ethic within that environment.  Wisdom  Leading a balanced life by reflecting on my own observations, judgments, and comprehension of reality versus my ideals.  There’s a big difference between what I think the world should be and what the world is really like. In my internship, I’ve noticed that this contradiction happens in my mind. There is this kind of internal struggle inside my head between what I think my role should be and what my actual role is within the organization, but this isn’t a bad thing, it’s natural. This struggle has actually helped me achieve a trustworthy relationship between myself and my supervisors. How so? Well, the fact that I know I have to do certain things by default for the org. has motivated me to excel in these things. Because I’ve been doing well for the org., I’ve built enough trust to the point where my supervisors are supporting the things I wanted to do from the start, like creating joint ventures with other orgs.  Power  A “visionary” with the ability to do things that one makes plans for.  I’ve followed through on my commitments, but now I have a new challenge in that I’ve proposed the idea of reaching out to other orgs. and am expected to develop this idea. This is something that I’ve set myself up for, considering what I’ve said about the previous principle of Wisdom. The balance I’ve reached between what I think should be done versus what I actually do has given me the chance to turn this org. into something bigger. This will be tested within the upcoming months. |
| 41. | Student will describe personal application of the above theory (Komives et al) | HDF 417 |  | Personally, my style of leadership is more relational by nature as 4 out of 5 of my Strengths fall under this category. During my internship, I found out a lot about these Strengths and how they relate to Relational Leadership. I realized that my ability to put my supervisors at ease through bringing a determined, open, and enthusiastic mentality was a big contributor to the trust that we developed. This result showed me how my personability along with a consistent growth mindset can be useful for maintaining a positive, trustworthy organizational culture. |

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| 100. | Student will describe examples of using active listening skills | HDF 417 |  | Pay attention  I started out by giving my full and undivided attention to the way things worked at this organization. Everyone needs a starting point.  Withhold judgment  I knew I had to build a trusting relationship, and so instead of immediately criticizing the things I was being trained on, I looked at these tasks with an open mind in order to make sure my supervisors could count on me. I knew big things could happen down the road, so I wanted to be fully on board and succeed at the parts of the job in a consistent way that would show my supervisors that I was committed to adding value to the company.  Reflect  After spending time with the process of creating, organizing, and managing posts, I became pretty good at finding quotes, pairing them with the right visuals, and complementing the post with genuine captions. I started consulting the resources I was provided such as the webinar scripts and blog posts that my supervisors were already using as content. Given my Ideation strength, I decided to tap into it. New ideas didn’t come all at once, as it took me a few weeks to really understand that there was a big opportunity to make the posts more engaging and effective.  Clarify  After a few weeks of consulting my supervisors and their webinar/blog content in relation to my own posts, I realized that I developed a good sense of how the messages within these posts were supposed to connect with our audience. And so I talked more about this with my supervisors to clarify the message we want to send: that PTSD, along with anxiety and depression, is something that affects different aspects of peoples’ lives; many people don’t even know that they have a form of PTSD that is ignored in daily life; and that we are providing an affordable service that’s custom-tailored to each individual, without a one-size-fits-all framework.  Summarize  Then, an idea eventually popped up in my head. For our posts, what if instead of trying to find and use a relatable part of famous peoples’ quotes, we draw in quotes straight from the source? What if we used our own content (from webinar scripts and blog posts) that directly connects with PTSD, anxiety, and depression? Wouldn’t that personalize our posts since the quotes would come straight from the heart of the organization? It seems like a simple idea, but who knew where this would take our social media following? Building on the values and vision of the org., I decided that it was worth a shot to propose this idea to my supervisors.  Share  After going through this process of paying attention to, reflecting on, and clarifying everything that represented this organization, it was time to propose this new idea, and it was also an obligation in my mind to do so, seeing as this is a marketing internship: creativity is needed for marketing efforts to thrive. I brought this idea up and it fell on openly receptive ears. My supervisors gave me the green light and I started pulling quotes out from their other content. The result? Our top five best performing posts on Instagram during the last three months were the ones I used our own content for. To me, the more recent success of our social media posts can directly be connected to my own process of Active Listening. I didn’t jump the gun in the beginning. Instead, I made sense of what I was told and what the org. is really about. I had to pay close attention to the content creation process and the values of the org. first. The fact that I “got into it” enabled reflection to happen and that’s what I now realize. Judgment gets you nowhere when you’re talking about new things that you’ve never done or thought about before. You have to be open and willing to learn something new to be able to develop it on a new level. This is what Active Listening means to me. In this case, there wasn’t just one single conversation that acted as a spark. It was my participation in all of them, collectively, that gave me the opportunity to reflect towards a progressive direction. |