



# The Value of Interns

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Student interns are highly capable, highly motivated and, if well-managed, highly valuable. Any business that either hires college graduates or needs added resources could profit from utilizing college interns. While every profession and individual organization has different needs, there are many benefits that are common for any business that cultivates a successful internship program.

## VALUE PROPOSITION ONE: FOR BUSINESSES OVERALL

**1) Gain Time:** Businesses don't have the time *not* to have interns. For example, if it takes six hours/week to manage three interns who each work 20 hours/week, the ROI of that supervision time is ten-fold. Using that time to take full advantage of interns' capabilities can yield returns that hit the bottom line.

**2) Increase Productivity:** Interns can help a company do more and get projects off the proverbial backburner. Examples range from supporting marketing efforts and operational needs to gathering business intelligence and augmenting work for clients and partners.

**3) Broaden Capabilities:** Interns possess knowledge and skills that employees may not, such as with computer programs, the latest academic methodologies, and research prowess.

**4) Improve Recruitment:** Pre-recruiting college graduates allows businesses to "try before they buy" and, thus, reduce time, costs and mistakes associated with hiring full-time employees.

**5) Inject Enthusiasm:** Interns add vibrancy to the fabric of any organization. They provide fresh ideas and positive energy that can have a contagious effect on employee morale, motivation and creativity.

**6) Give Back:** Internship programs can improve an organization's reputation



among the local business community and area schools, such as by having students do philanthropic work on a company's behalf.

## VALUE PROPOSITION TWO: FOR CURRENT EMPLOYEES

**7) Increase Effectiveness:** Employees can be more productive and apply their superior skills to take on more valued projects with the time interns save them by performing lower level work instead.

**8) Build Leadership Skills:** Interns provide employees with the opportunity to gain supervision and project management experience that will prepare them for the leadership challenges ahead.

## VALUE PROPOSITION THREE: FOR POTENTIAL EMPLOYEES

**9) Build Confidence:** Internships provide a training ground for potential employees to build and gauge their true abilities, increase their market value, and foster their career success.

**10) Prepare Tomorrow's Workforce:** Gaining hands-on work experience makes interns more capable, productive and valuable employees upon entering the workforce.

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