

Summer Internship Orientation Guide



1. Why does a company offer Summer Internships?

1. Brand Building
2. Talent Spotting
3. Adding effort bandwidth
4. Brain storming on New Initiatives



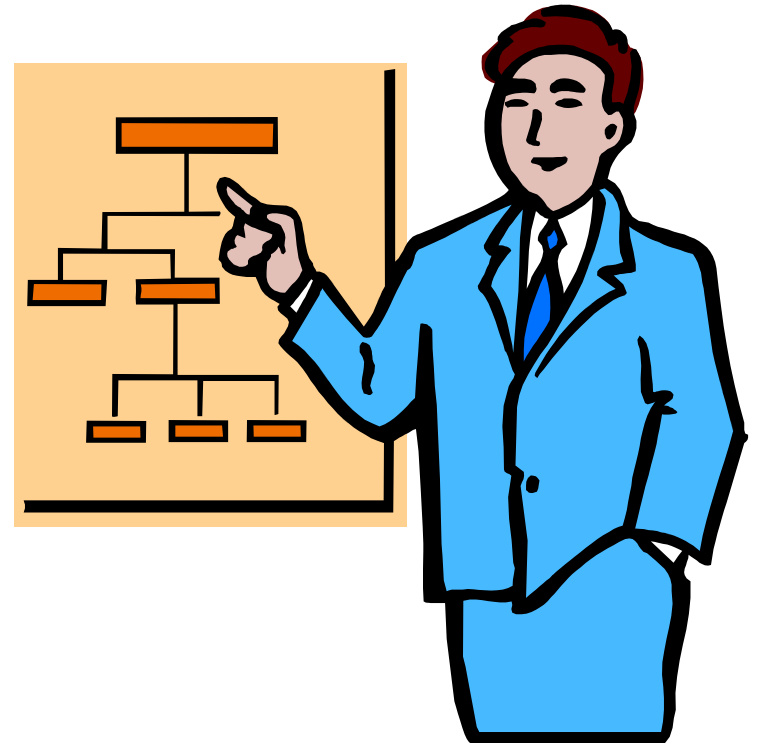
2. What are companies looking for - really?

1. “Stem Cells” – who can learn the works of multiple business functions.
2. “Results” – people who can learn and do something tangible in those 2-3 months.
3. “Low Risk” – people who won’t screw up their work & reputation or steal their Intellectual Property.



3. So what's needed - really?

1. "Learner" – show how you are a good learner who can pick up different business topics
2. "Doer" – show how you can rapidly learn something and then action it effectively.
3. "Dependable" – show how you are dependable & how others have trusted you with responsibilities.



Remember: **L D D**