STUDENT INTERNSHIP REQUEST FORM

COMPANY INFORMATION

Company: Xperience Leadership, LLC
Contact: Dr. Carole Isom-Barnes, President and Owner
Phone Number: 704-896-9881
Email address: carole@xperienceleadership.com
Website: xperienceleadership.com

Please provide information regarding the student intern:

Name of Student:
Phone Number:
Email address:
Duration of Internship: 1 semester
Start Date: End Date:
Name of student’s educational institution:
Contact at student’s school:
Phone Number:
Email address:

The student will be:

√ Unpaid
☐ Paid by the Student’s educational institution
☐ Paid by Federal work study
☐ Receiving a stipend through an established program
☐ Paid through another organization directly to the student as part of a student fellowship
Privately funded through donor directly to the student

The student:

- Will receive course credit based on hours worked
- Is required to complete this internship/externship to graduate from his/her education program
- Is interested in a learning experience and neither of the above applies
- Other (Please Explain)

Detailed description of the student’s planned experience with Xperience Leadership

The practicum at Xperience Leadership will involve working with the President and Owner to develop a marketing and sales plan. The student will be responsible for creating a plan that will generate interest or recognition with the goal of leading to sales. Specifically, the student will be expected to create an overview of the targeted customers, market conditions, and actionable marketing tactics. The student will be required to gain understanding of the services offered and the targeted audience prior to the creation of the marketing and sales plan.

Student responsibilities/Scope of work:

- Perform independent research.
- Identify marketing channels, distribution and tactics (to include when and how) to make the services offered noticeable.
- Assess current marketing material (e.g., social media, advertisements) for consistency and style – make recommendations; tie into the created marketing and sales plan.
- Craft separate persuasive messages/strategies for the targeted customers (there are three segments).
- Allocate expenses and resources to the created marketing and sales plan.

What services does Xperience Leadership offer?

Xperience Leadership offers management consulting to lead organizations to greater business efficiency, improved organizational performance, and reduced liabilities. The company analyzes business problems and offers end-to-end solutions.

Xperience Leadership supports organizations in the midst of restructuring or merger-related change to create a sustainable operation. The company focuses on people, process and technology and helps to eliminate duplication of services, consolidate the technology, and transition leader behaviors to create a shared culture.
What type of supervision will the student receive?

Dr. Carole Isom-Barnes will provide direct supervision and all activities will be done under her direction.

Will the student perform any duties that would otherwise be or currently is performed by an employee?

No. This work is part of Xperience Leadership’s growth initiative and we do not employ staff to do this function.