

CLIENT CASE STUDY >>>

Designing and Supporting Implementation of Inaugural Internship Program

CHALLENGE



An aviation client's leadership set an ambitious goal as part of the organization's ESG initiatives to **develop the next generation of aviation finance leaders** to scale with the business and provide an accelerated pathway for high-potential (HIPO) professionals

Zeevo professionals were tasked with **designing and supporting the implementation of an inaugural internship program** to provide accelerated job placement opportunities for high potential students while building a full-time position pipeline of candidates.

>>> APPROACH

- ▶ Implemented the end-to-end sourcing strategy with the support of existing recruiting resources to source an internship class of 12 high caliber students from several top schools across the country
- ▶ Designed a summer internship experience consisting of internship projects, career planning and mentoring activities, formal learning and development opportunities, and activities that fostered company immersion
- ▶ Conducted activities to foster participant retention and grow the company's reputation as an employer of choice

>>> OUTCOME

- ▶ The client benefited from a highly-regarded program that elevated the internship experience and enabled the organization to attract students to return for future employment
- ▶ Faced with an accelerated timeline, the team mobilized quickly to achieve objectives despite the existing business challenges:
 - ▶ Recruiting process was not designed to source multiple candidates at once, resulting in a high quantity of unqualified candidates
 - ▶ Onboarding processes did not easily support a high-capacity, across-business-line hiring process
 - ▶ Internship program did not include group cohesion, resulting in some internal pushback against a newly structured program
 - ▶ Program details were undefined as recruitment began, making the opportunity challenging to describe to candidates

ZEEVO'S VALUE ADD

- ▶ Developed an associate selection approach that the company can continue in future years
- ▶ Thoughtfully executed orientation, training, social, and program completion events
- ▶ Created visually appealing program artifacts, including leading practice guidance for "virtual internships"
- ▶ Interns delivered quality presentations to the executive leadership team
- ▶ Feedback from project managers and mentors indicated that the program was a success in all aspects
- ▶ Gathered and analyzed input to provide recommendations for improvement for future year recruiting strategy and program evolution

WHY ZEEVO?

Our experience and expertise <

Our style and passion <

Our team of professionals <

Our commitment to a strategic relationship <

LET'S TALK

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