



# LeadAbroad PRO Track

The PRO Track is a unique real-world learning opportunity to augment academic courses on LeadAbroad's GO programs in Rome or Barcelona. Rather than selecting a second academic course, students will solve real company challenges by participating in micro-internships with European companies. These professional experiences provide critical work skills (technical and personal) to thrive in the future of work as you complete live consulting projects for local companies and begin your career development plan.

The two micro-internships projects have been chosen and designed to leverage the key skills needed for optimum success in the future of work including critical thinking, communication, emotional intelligence, adaptability, teamwork and resilience. The projects require agile working and will ultimately be implemented by the host organizations in line with their selected goals and desired outcomes. Past projects have been focused on the areas of brand storytelling and brand influencer strategy.

The program will also be supported by a career design program that will educate learners on how to build a successful professional brand, utilise project work as an impactful portfolio and how to take ownership of future work opportunities.

The program follows a unique blended approach requiring students to work both remotely and in-person, allowing them a full view and understanding of the future of work.

## Locations:

- Rome
- Barcelona

# Why Micro-Internship vs. Traditional Internship

## Real world problem solving and tangible deliverables

Micro-internships provide students with the opportunity to work in groups, activate their skills and solve company challenges. This is exactly the type of experience hiring managers want to see on LinkedIn profiles, on resumes and during interviews. Traditional internships may create a few bullet points for your resumes but these opportunities will create tangible deliverables and professional stories to convey your value to a future employer.



## Student learning and growth is THE goal

A traditional internship is designed by a company to solve THEIR short-term needs, not yours. If a stack of files needs to be organized it will always fall on the intern. With our micro-internship model; however, student learning is at the center of the experience. Coaching, supporting curriculum and career design and other attributes keep the student's growth the most important outcome.

## Hybrid, project learning sprints

The future of work is short-term, project-based sprints which leverage a hybrid working environment. Our micro-internships are designed to mirror the evolving workspace and give them the skills to succeed.



## What's Included?

- 25 hours of client work with remote support of Nexgen Careers' coaches
- 5+ Hours of client contact
- 5 hours of Career Design
- 5+ hours of Client Interactions
- 5 hours in Business Coaching
- 30 hours of self-led online courses
- Access to online support materials in the field of Brand Storytelling & Influencer Strategy
- Live mentor support throughout the duration of the PRO track experience
- Access to international networking.
- Development of your personal brand and action plan to strengthen your network of contacts
- Introduction to remote work as a methodology for the future of the world of work
- Training in the skills most in demand in the workplace by experts in the field



# Example Projects:

## Storytelling

Do you know what storytelling for brands is and how it helps companies to engage with their audience? During this first module, you will advise an international company on how to improve their messaging across multiple platforms.

The Storytelling project aims to address key messaging improvements for a local business. Your team will work to understand the problem the client is trying to solve for their target audience and build an emotive brand story to reflect the tone and voice of the client on relevant channels/mediums.



## Influencer Marketing

You have probably heard about influencer marketing. It sits beside social media and content marketing. In this project you will learn how to design, build and implement an influencer marketing strategy for an international client.

The Influencer Strategy project is all about understanding the key marketing style that uses influential people to share a brand's message with a chosen audience. Your team will provide an influencer marketing strategy to help the client in projects such as brand communication, new product launches, customer loyalty, etc.

# Learning Elements

## Micro Internship Projects

The Micro Internship Projects have been designed by NexGen Careers Learning team alongside industry partner companies in order to fulfill two objectives. On one hand the learning experience has been designed to support students developing professional experience in a structured way with the support of mentors and industry experts.

On the other hand the projects have been designed to maximize the impact of the outputs produced by the students and guarantee the return on the investment the host organizations make in the development and learning of the participating students.

Each one of the projects it's designed to be able to be completed in 25 hours.

Program participants will have online asynchronous lessons, online synchronous discussions with Industry experts and on the ground mentoring support in order to complete the micro internship projects with confidence to provide real value for the host organizations.

## Project Introduction

You will have the opportunity to learn how to create relevant micro work projects to test new job roles, gain relevant work experience and create longer term job opportunities.

These intern-sprints will provide you with a general understanding and a view of how real world businesses and startups run their communication and marketing departments. You'll immerse yourself in a project consulting international companies while learning new skills empowered by innovation.

Each project will address an essential part of your client's communication strategy. Before starting to work on the project, you will receive training in the subject matter so that you will be prepared to complete the project.



## Weekly Agenda

### Week One

- Orientation
- Career design

### Week Two

- Micro-internship #1
- Project Introduction
- Client Meeting
- Group Work and Project Coaching
- Asynchronous Curriculum

### Week Three

- Micro-internship #1
- Group Work and Project Coaching
- Client Deliverable and Presentation
- Asynchronous Curriculum

### Week Four

- Micro-internship #2
- Project introduction
- Client meeting
- Group work and coaching
- Asynchronous curriculum delivery

### Week Five

- Micro-internship #2
- Group work and coaching
- Client deliverable and presentation
- Asynchronous curriculum delivery

### Post Program

- Career coaching webinars (optional)



# Learning Elements

## Client Meeting



### Client Testimonial: VinoRoma Maurizio di Franco, Rome

"I think they really nailed the target audience for VinoRoma. "Isabella" is exactly the kind of customer we're looking for: young, sociable, interested in wine but not an expert. I like how they split off the pros and cons of each of our major advertising platforms. And the mock-ups of the Instagram Highlights are awesome. They presented me with a way to advertise my business that I truly never thought of!"

You will work for a real company and your client will be a local company that will provide you with a project to develop. This format of working for a client on a short-term project is a reflection of the reality that we will encounter in the future of work. More and more professionals are working in gig jobs instead of full time jobs.

You will have the opportunity to (ideally) meet in person the people involved in the project and learn from them. In addition, during the project you will be able to visit the company's facilities and pitch the results of your work at the company's offices.

## Group Work & Project Coaching

All projects you will work on will be team-based. You will have the opportunity to work in multidisciplinary teams and learn from your peers. Teamwork is one of the most in-demand skills in the future of work.

In addition, an expert coach will guide you during the project so that you don't miss anything and you can learn the most from this experience!

### Student Testimonial: 2020 Lauren, Baylor University

"What I value the most is the 'real life aspect' of the program: working in teams, tasting a career, gaining work experience and presenting to a client."

## Client Deliverable and Presentation

This format of working for a client on a short-term project is a reflection of the reality that we will encounter in the future of work. More and more professionals are working in task-based gig jobs instead of full time jobs.

During the micro-internship you will work on the deliverable for your client. This will consist of a document and a presentation of the strategies and execution of the project. You will have the opportunity to present the results of your work live to the client. This will give you the unique experience to work on your public speaking skills and receive direct feedback from your client.

In addition, future professional relationships may arise from this project.



# Learning Elements

## Career Design

In this program we will take you through key elements of Career Design and our unique methodology to ensure you take ownership of your professional pathway, one where you will find fulfilment and enjoyment. To do so, you will build a strong understanding of your skills, values and work motivations.

This program also pays special attention in making sure you understand where to find relevant professional connections through networking and partnership opportunities and action your next steps.

## Career Coaching (Post Program)

Once the program is over, you will have the opportunity to join regular career coaching webinars. During these sessions we will discuss aspects of career development such as understanding the importance of regular reflection and learn how to commit to personal professional growth to ensure long term career success.

### Client Testimonial: Yellow Door Collective

Dominique Sandwith, South Africa

"We are always keen to bring young creatives into projects. We do have quite a small core team so we're not looking to hire people full time but we work a lot on a kind of consultant model. So most of our projects have a strategist or designer or a videographer or someone just that components are a team coming in so it would be great for them to stay in touch and let us know how their career journeys unfold."



### Student Testimonial: 2020 Cooper, University of Georgia

"This experience prepared me for future jobs and my future career. I've gained tangible work experience. Now I can actually show my portfolio of work to potential employers. I can highlight international clients I worked for and the skills I gained."

## Asynchronous Curriculum

The future of work is uncertain and changing, but there are some things we already know about it. First, having a solid self-brand will be key for the professionals of the future to be able to work on short-term, task-based contracts based on specific goals and projects. In addition, a high percentage of professionals will work remotely. And the average lifespan of the skills we acquire will be 5 years, so the upskilling and reskilling of your existing skills will be crucial.

For this reason, this program has asynchronous courses on the topics of personal branding, remote work and future skills so that learners understand the framework of the future of work, and are trained to cope with it successfully.

