

# Desnoes

Plus Internship Program



# Disclaimer

**As this will be an unpaid internship, Federal Law prohibits Desnoes Investigations and Private Investigation Training Institute to promise, guarantee, or advise that upon completion of this program you will receive any form of employment. The purpose of this internship is to teach current and prior students techniques that will aid them to be successful in their future endeavors as a Private Investigator.**

# PREFACE

THE PURPOSE OF THIS INTERNSHIP MANUAL IS TO ASSIST STUDENTS WHO WISH TO PARTICIPATE IN THE DESNOES PLUS INTERNSHIP PROGRAM.

IN ORDER TO CARRY OUT A COMPLETE EVALUATION OF OUR INTERNSHIP PROGRAM, IT IS ESSENTIAL THAT STUDENTS/INTERNS COMPLETE THE APPROPRIATE EVALUATION FORMS. THIS WILL HELP US TO EVALUATE NOT ONLY EACH INDIVIDUAL INTERNSHIP EXPERIENCE, BUT ALSO WILL SHOW US HOW EFFECTIVE THE OVERALL PROGRAM IS WORKING.

IT IS IMPORTANT FOR US TO HAVE FEEDBACK ON OUR INTERNSHIP PROGRAM AS TO ENSURE IT IS BENEFICIAL TO OUR STUDENT AND INTERNS' FUTURE. THEREFORE, WE REQUEST THAT YOU GIVE US ANY SUGGESTIONS YOU CONSIDER HELPFUL AND WILL IMPROVE THIS PROGRAM. WE HOPE TO BROADEN OUR INTERNSHIP CONTACTS AND PROVIDE INTERNSHIPS THAT ARE CHALLENGING AND SUPPLEMENT THE EDUCATION OUR STUDENTS AND INTERNS ARE EXPERIENCING AT PRIVATE INVESTIGATION TRAINING INSTITUTE.

Samuel Phanor - Sales and Marketing Manger and  
Internship Coordinator of Professional Development/Work  
Site Supervisor



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**THOUGHTS FROM THE PROGRAM  
COORDINATOR**

**WE ARE LOOKING FOR FORWARD-THINKERS WHO ENCOMPASS THE ABILITY TO ADAPT TO OUR NEW FAST-PACED IDEOLOGY. DESNOES PLUS INTERNSHIP PROGRAM IS LOOKING TO HIRE INTERNS WITH A STRONG KNOWLEDGE AND UNDERSTANDING OF THE DIGITAL MEDIA LANDSCAPE, INCLUDING VARIOUS SOCIAL MEDIAS, WEBSITE DEVELOPMENT, AND INDIVIDUALS WHO CAN PARTICIPATE IN VARIOUS WAY AS WE BEGIN OUR PRINT AND ONLINE MARKETING CAMPAIGNS. WE CURRENTLY HAVE BEGUN REDESIGNING OUR WEBSITE, AND HAVE STARTED A SOFT LAUNCH WITH OUR SOCIAL MEDIA CAMPAIGN. THE INTERNS HIRED FOR THIS POSITION WILL NEED TO HAVE STRONG CRITICAL THINKING SKILLS, IN ORDER TO INTEGRATE INTO OUR NEW VIBRANT AND PASSIONATE TEAM; AND SHOULD BE PREPARED TO WORK IN A FAST-PACED TEAM ENVIRONMENT. THIS 16-WEEK INTERNSHIP WILL CONCLUDE WITH EACH INTERN HAVING GAINED BROAD EXPERIENCE IN VARIOUS ASPECTS OF MARKETING. WE ARE VERY EXCITED TO SHARE THIS NEW LAUNCH WITH YOU AND ARE HOPEFUL THAT YOU WILL GAIN LOTS OF EXPERIENCE AND KNOWLEDGE ALONG THE WAY.**

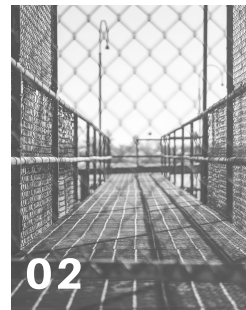
- Samuel Phanor Program Coordinator

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# table of contents

- 01 The Experience
- 02 The Goal
- 03 Goals Define
- 04 TimeLine of Program
- 07 Policies of The Internship Program



- Roles, Expectations & Responsibilities
- 08 Internship
- 09 Work Site / Supervisor/ Coordinator



- 10 The Learning Contract Our Application
- 11 Contact with the Intern
- 12 Why Complete this Internship
- 13 Tips for Maximizing Your Internship Experience
- 14 Problems During Your Internship
- 15 Keeping a Journal
- 16 Gathering Career Information



## Desnoes Plus Internship Program

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⊕ EXPERIENCE SECTION

# THE EXPERIENCE

Our 16-week program is treated like a lifecycle, with a solid beginning, middle, and end. With that being said, we want to set you up for success from the start, helping you grow and further your development of new skills in the middle, ensuring that you will feel satisfied and accomplished at the end. Now let us begin! When companies begin a new project, often times they rush into it kicking the project off the ground right away. I'm sure we all understand the urge, seeing as this program is only 16 weeks and we only have you for four or so months! However, we do realize that the need to start off slow and ensuring we give you a solid introduction to our company, culture, goals, and tools before digging into work is essential. The goal of our training is to give you as much information and content at the beginning so you will truly understand our company's mission and what direction we are going in. We believe the more content we can give you in the beginning; the faster you will be able to get up to speed when working on a project. We believe in you and we also believe you will be more productive in the end, if we invest in learning early!

⊕ GOAL SECTION

# GOALS OF OUR INTERNSHIP PROGRAM

The Desnoes Plus Internship Program, is a structured academic opportunity that allows former and current students of PITI to apply their academic skills and knowledge in the work place. Our unpaid internship program is a fast-paced 16-week program. We will be creating and implementing new marketing techniques, all while restructuring the core components as it pertains to the business functions of both Desnoes Investigations and the Private Investigation Training Institution. This experimental internship is based on a set of learning objectives that will help students and interns to prepare to become future business owners.



# GOALS DEFINE

## **The goals of the Desnoes Plus Internship Program are as follows:**

- Allow students/interns to apply, evaluate, test, and integrate their academic knowledge and theoretical concepts in a work setting.
- Develop and expand interns' knowledge about themselves, their abilities, goals, and career interests in a work setting.
- Expand students /interns' awareness of the world beyond their current exposure, and expose them to a wide-variety of career options, disciplines, lifestyles, and environments.
- Reduce students /interns' intellectual and geographic parochialism.
- Allow students/interns' to gain access to knowledge and equipment not available to them at PITI.
- Encourage students/interns' to take a greater responsibility for their education and life, all while developing self- reliance, personal style, values, and beliefs in a manner consistent with becoming a responsible and productive individual.
- To provide students/interns' with experience in discipline and discriminatory use of evidence in regards to making decisions and problem-solving in a work setting.



# TENTATIVE OUTLINE

## ➞ WEEK ONE

1. Discuss our company's basics which including the following: a. Company goals, departmental goals, organizational structure, how interns fit into our organization, tools used, how to best ask questions (and get help).
  2. Rundown of our marketing strategies and social media trends.
  3. Assignment of books and literature that need to be read.
  4. Discussion of starter project.
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## ➞ WEEK TWO

1. Assigning starter projects – Time to get your feet wet!
2. Conduct research data for blog posts and trends within in the private investigation industry.
3. Dig for raw data to present to the team.

\*Note: These types of projects require minimal assistance and also strengthen your analytical skills, which is essential when trying to establish or work as a professional inbound marketer.



## ➞ WEEK THREE

Create a small content piece:  
Write a blog

These blogs will be published on Desnoes Investigation's website, as well as, all of our social media outlets, to include your name as the publisher. \*Note: Don't worry, there is no need to anticipate whether your work is A+ content or not, no matter what, your work will go through at least one or two rounds of revisions with your work supervisor. When you review (get ready, we're going oldschool!), your work will be printed out and we will walk thorough what changes were made and why these changes were made. By doing things this way you will be able to learn and understand why they were made. Keep in mind, you are allowed to develop your own writing, judgment on your work, and style.

## WEEK 4 & BEYOND

- ➔ LEARN HOW TO CREATE AND EDIT OUR MONTHLY NEWSLETTER.
- ➔ LEARN HOW TO CREATE INFOGRAPHICS.
- ➔ LEARN ABOUT SEO AND HOW TO APPLY IT TO OUR WEBSITE.
- ➔ AID IN THE CREATION OF OUR MAGAZINE MARKETING MATERIALS

### ➔ **Proof another student/interns work**

By evaluating other student/interns' work, you will become a more efficient content creator. Through this project you will be able to help point out things that need to be improved, all while learning how to complete your designated task. You will be given a variety of things to proof such as; emails, blog articles, and landing page writing. Subconsciously, you will be learning about the different content, which will aid you in learning different types of inbound marketing strategies.



### ➔ **Shadow a Bigger Project and/or Help with a Small Piece of a Larger Project**

This will be a great opportunity to learn by aiding your work supervisor on projects. This will allow you to see how certain business decisions are made and give feedback as it pertains to what you would personally do. You will do a walk through on a project currently being worked on in order to see how things are processed. \*Note, this might make the overall completion of the project a bit longer, but this is about you learning and going through the experience.

### ➔ **DEVELOP OWNERSHIP WITH BIGGER PROJECTS**

By now you will have some early wins and understand at a higher concept level how our marketing team jives (generally at week 2 or 3), it's time to get something started on your own and manage your time. You will be managing an entire project on your own. During this time your work supervisor will always be there should you get stuck on anything however, this is the time for you to develop a sense of pride and accountability with your work.

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## WEEK 4 & BEYOND

### ➔ TACKLE A MAJOR ANALYTICAL PROJECT

The goal of this project is to learn how to analyze, interpret, and communicate data. You will have to think of a major question or problem and do a large amount of data analysis to answer that question. In the marketing world, data can come from Facebook Insights, HootSuite, Google Analytics, or anything else.

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### ➔ Create and Give a Presentation

Presentation skills are crucial in the working world, especially in regards to Marketing. Because we understand how important it is we will have you prepare a presentation and give you the opportunity to practice in front of an audience. As either a midway or final project, you will create a powerful and informative, PowerPoint presentation from scratch on either something you learned about Desnoes Investigations or something interesting that could help your team. Did you learn how to use a new tool? Did you uncover some interesting takeaways from a research project that you tackled? We ask YOU to teach everyone else what it is that you've discovered..



### ➔ Design and Execute an Independent Campaign

This is a great independent project that will bring direct results to Desnoes Investigations all while giving you a true hands on experience. During this project, you will pick a goal that is important to Desnoes Marketing Organization; you will then create and execute an original plan. At this point, I urge you to work with all parts of the organization to effectively build each part of your campaign. For example, perhaps you may want to generate more leads from Desnoes Investigation's blog. You may want to create a landing page that you will only promote via our blog, and then write the blog content to promote the offer on that landing page. Your next step would be to coordinate with the work supervisor and plan additional promotion for the blog article. At the end, make sure you tracks and collects the results from this project and document it into your portfolio.

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### ➔ WRITE AND PUBLISH A MAJOR PIECE OF CONTENT

We need to create a new eBook or Whitepaper, it will be totally your choice as to what you want to create! As part of your internship program you will need to step up to this challenge! You will create a full, readytopublish piece of content. You will research, write, add images, and prepare the layout and design. You will be managing the project each step of the way, and you will need to fully comprehend all of the steps necessary to create the content. The goal at the end of this is to feel true ownership of what you made!

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# POLICIES OF THE INTERNSHIP PROGRAM

## INTERNS ELIGIBILITY

- **Must be in good academic standing with PITI in order to apply for internship.**
- **Must be a prior or current student of PITI. o Exception; if a prospect intern already holds a CC license.**
- **Must be willing to work hard, be flexible with working schedule, and understand the requirements of this internship.**

## FINANCIAL CONSIDERATIONS

To participate in the Desnoes Plus Internship Program, students/interns' must have paid or be currently paying tuition for Private Investigation Training Institute. This internship program is an unpaid program, and we are seeking to employ future positions at Desnoes Investigations for our sales and marketing team, however federal law prohibits us the ability to promise or advise that at the end of this internship, job placement will be available. Any extra travel or work-related expenses are the student/interns' responsibility.

## INTERNSHIP AVAILABILITY

Most internship positions are obtained by current PITI students. However, our internship opportunities exist for previous PITI graduates, and any current licensed CC holder who believes that they will benefit from this internship program and be an asset to our company. Prospects must have flexible schedules in order for this internship to be successful.

## INCLEMENT WEATHER POLICY

During times of inclement weather, interns should contact their site supervisor for information on whether the site will be open, delayed, or closed, and adjust their schedule accordingly.

## TIMELINES

All deadlines for the completion of work outlined in the learning contract will be established by the program coordinator.

## INCIDENT REPORT POLICY AND PROCEDURE FOR OF CAMPUS INJURY, HARM, OR ACCIDENT

As intern prospects, previous, or current students of PITI, you are required to report and document incidents that occur during on or off-campus activities, which may potentially lead to personal injury or harm from doing any activities at Desnoes Investigations. When such an incident occurs, students/interns' are required to immediately report the incident to their on-site supervisor. An agency incident report should be completed by the student/intern and reviewed by the on-site supervisor. Student/Interns' are financially responsible for any testing or treatment for course-related injuries.

## TERMINATION OF INTERNSHIP

The internship program will be terminated if any student or intern does not take the program seriously and demonstrates any of the following:

- Student/Intern late or misses any event or scheduled work times without communicating with program supervisor.
- Student/Intern misses deadlines without communicating to program supervisor of extension needed.
- Student/Intern does not show enthusiasm regarding the program.



# ROLE EXPECTATIONS AND RESPONSIBILITIES

## INTERNS

- Interns must complete and draft a learning contract that defines the nature of their work experience, learning objectives, and academic expectations. Through this contract you will be able to collaboratively develop with your work supervisor, interns need to reflectively plan for their internship since it represents another aspect of his/her academic program. It should reflect a level of academic rigor similar to that encountered in the classroom.
- The intern must complete all of the work set down in the original contract, which includes a complete evaluation of the internship.





# ROLE EXPECTATIONS AND RESPONSIBILITIES

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## WORK SITE SUPERVISOR/COORDINATOR

- The work site supervisor/coordinator serves as a mentor and facilitator to interns during the internship experience. The coordinator should meet consistently with all interns at specified, arranged times throughout the internship period to evaluate progress and give advice when needed.
- Work site supervisor/coordinator must help the interns develop a learning contract or a suitable alternative that is relevant and workable. The interns should play a major role in the initial planning and formulating stages of the internship in order to shape the learning goals to meet his or her individual needs and to fully understand the extent of his or her responsibilities for the success of the experience.
- Work site supervisor/coordinator will monitor the progress of the internship from a variety of viewpoints and to should maintain a close relationship with all participants.
- Work site supervisor/coordinator is responsible for seeing that all paperwork is completed by all interns.
- Work site supervisor/coordinator must assist with and agree to the terms established in the learning contract.
- Work site supervisor/coordinator must take an active role in mentoring and guiding all interns to help meet their learning goals, and be available for meetings or conversations with interns as needed.

# THE LEARNING CONTACT

**IS YOUR APPLICATION, BUT SERVES AS AN  
AGREEMENT OF WHAT IS EXPECTED FROM YOU  
AND FROM US.**

**While it is the student/intern's responsibility to complete the learning contract, student/interns' may need guidance from the coordinator. The learning activities should relate to the objectives outlined. While many of the activities will be determined by the work supervisor, student/interns' may follow through on other activities such as reading, research, or informational interviewing that will add an additional dimension to the internship.**

# CONTACT WITH THE INTERN

The work supervisor will play a supportive role in a student/intern's internship experience. All student/interns' will get feedback and assistance throughout the internship. A phone call to the interns within the first two weeks of the internship will be made and again midway through to check on the student's progress and provide any needed assistance.



# WHY COMPLETE THIS INTERNSHIP?



**W**hat is it about an internship that is so valuable? Why should you consider doing one? What advantages will you have over students who do not participate in an experimental education experience of participating in an Internship? Our Internship:

Our offers you the chance to explore career fields through first-hand experiences. This internship will promotes development of confidence, maturity, responsibility, and skills in human relations. We feel students will have the ability to increases the development of decision-

making and analytical skills through experience in actual work environments. Our program is designed to helps you gain professional experience to include on your resume, which can significantly improve your marketability to employers.

# Tips For Maximizing **YOUR INTERNSHIP**

## WORKING TIPS

- First impressions are key, make it a good one.
- Always dress appropriately.
- Always be prompt.
- Maintain a positive attitude - it is one of your greatest assets.
- Find out more about Desnoes Investigations and be sure to follow company regulations.
- Respect the time of others.
- Orientation: More than likely formal orientation will be a PowerPoint presentation that will provide you with an overview of the entire program, on your own time you should try to give yourself a “one up,” by reading everything you can about the Private Investigation industry.
- Making lists of questions so that you can use your supervisor’s time wisely.
  - Always get the job done, follow through on your promises.
  - Schedule your time; keep a to-do list.
  - Space out your tasks; one big task can be broken down into stages.
  - Pace your energy.
  - Too much enthusiasm at first may overwhelm you and leave you burned out at the end.



# PROBLEMS DURING YOUR INTERNSHIP



## YOU MAY ENCOUNTER ANY OF THE FOLLOWING CHALLENGES DURING YOUR INTERNSHIP:

**“GO FER” WORK** As a member of a team, you will want to and be encouraged to help with routine tasks, but you don't want them to become your permanent job. A good learning contract should prevent this problem, but if you feel your work activities are not challenging enough, consult your work supervisor. Make sure that if you ask for additional assignments, you have demonstrated your capacity to handle them.

**PRESSURE** Meeting deadlines is your responsibility, but if the pressure to finish assignments on time begins too overwhelming, you must let your supervisor know so that we can adjust your deadlines appropriately or figure out the best resolve. The quality of your work is as important as the time element. The best planning can fall through, so don't be afraid to say you can't finish a task on time or if you think that the project is too much for you to handle.



**OVERTIME** You may be asked, or feel pressured to work late or on weekends, and working extra hours may help you learn more by experiencing roles and/or situations not otherwise available. Your commitment to your supervisor and your organization may demand that you put in the extra work. However, you are an independent person, and everyone has a personal life to maintain, if you feel confused about work hours and time, talk to your supervisor and negotiate a solution that takes into account both your needs and those of the organization.



# KEEPING A JOURNAL

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## ADVICE

A journal can be one of the most effective learning tools in an internship, and can help you to monitor your own learning, recording of problems and solutions, and to help you keep track of new information. Some faculty coordinators include journal writing as a part of their learning contract. Even if not required, you should seriously consider journaling, if you wish to get the most out of your internship. The following format is suggested by Helen Graves in *Political Internships: Academic Components*:

1. A log. (Time frame of activities.)
2. Recording of questions. (No fewer than 3 each day.)
3. Recording of perceptions. (What did you observe? How does your position fit into the entire system? How well does your academic theory coincide with reality?)
4. Recording of feelings. (Most interns go through several phases from being the uncertain observer to feeling “part of the establishment,” to experiencing boredom and inertia, to assessing the placement as a critical outsider.)
5. Discussion section. (Take one facet of the week’s experience and deal with it in detail, or view the week’s experience in its totality.)
6. New language recording. (Each internship environment has its own specialized language. Recording it assists you to understand and communicate more carefully.)





# Gathering Career Information

An internship is an excellent opportunity to explore and learn many new things. You will be able to gather information, clarify how you feel about specific work environments, and test your abilities as you learn which skills are essential for various positions. You can also develop professional contacts that can be used once you begin your career search or go at it on your own.

You will without a doubt discover much career-related information during the hours you work each week. A systematic effort to obtain information, however, can yield an even greater dividend.

1. Each week, ask duty investigators a few questions about their careers and compare answers. You will reap the benefit of learning about a particular career field from many different viewpoints.
2. Schedule several 20- to 30-minute “information interviews” with other selected students or interns throughout this experience.
3. If possible, get involved in company activities, training sessions, or professional development seminars.
4. Use a scheduled evaluation meeting with a supervisor at the end of the internship to discuss career concerns.

## **Questions/ Comments**

**Contact Internship Coordinator**

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