

# OUTGROWTH

2 0 1 8 U S E C A S E

PARTNERING STUDENT LEADERS WITH SOCIALLY-CONSCIOUS FARMS FOR OUT-OF-THE-OFFICE INTERNSHIPS

## TARGETED PROGRAM OUTCOMES



PROFESSIONAL  
EDGE



SMALL BUSINESS  
IMPACT



IMMERSIVE  
ENGAGEMENT



PURPOSE  
CONNECTION

## W H Y

71% of the U.S. workforce is not engaged at work.

Only 11% of business leaders believe college graduates have the skills needed to be successful in the workplace.

Food production has to increase 70% by the year 2050 to accommodate the world's population.

We have an obligation to support small farm businesses, which make up 91% of the 2.1 million U.S. farms.

## MEET YASH

AGE: 27 | RECENT MASTER'S GRADUATE  
CORPORATE FINANCE DEGREE  
INTERNATIONAL STUDENT  
JOHNS HOPKINS UNIVERSITY



### STRENGTHS + EXPERIENCE

(S) ACCOUNTING | STRATEGY | CONTENT DESIGN  
(E) RURAL NONPROFIT WORK | CORPORATE FINANCE  
START-UPS | IMMERSIVE TRAVEL  
NEW TO: THE U.S. | FARMING

## WHY YASH APPLIED

“Firstly, the avenue to participate in an outdoors holistic learning experience was a great driver. Having worked in office settings and also being positioned to work in a similar corporate environment again in the future, I found this avenue to be really novel and worthwhile. Secondly, the ability to assist a start-up venture was a great motivator for me. Finally, this internship experience, I firmly believe, would acquaint me with modern, organic and sustainable agricultural practices and methodologies. The farm-to-food disconnect is something which has created a void within my existence and I feel a deep need to plug this void.”

## YASH'S SUMMER PLACEMENT



1 MONTH RESIDENCY  
120 CREDIT HOURS



KNOW GOOD FARM  
EASTERN SHORE, MD



OPERATIONS TASKS:  
ANIMAL CARE  
OYSTER HARVESTING  
VEGETABLE HARVESTING



PROJECT DELIVERABLES:  
BUSINESS ENTITY CREATION  
P.M. SYSTEM  
VISION PLAN + LEAN CANVAS  
CONSULTING BRIEF  
TAX STRUCTURE BREAKDOWN  
WAIVERS  
PRICING ASSESSMENTS  
SEO OPTIMIZATION BRIEF  
EXPENSE TRACKING SYSTEM  
INVENTORY LOG  
ACCOUNTS RECONCILIATION  
RESOURCE + TOOL LISTS

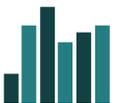
### INITIAL FEELINGS

RELATION  
CONFIDENCE  
HOPE



### PROGRAM INCLUDED:

RESOURCE DATABASE  
WEEKLY MENTORING  
2-DAY ORIENTATION  
FINALE SHOWCASE



### REWARDS

SOWING + HARVESTING FOOD  
HANDS-ON, REAL CONSULTING WORK  
PROJECT OUTCOMES  
BUSINESS + FARM IMPACT  
CONNECTION TO FOOD SOURCE  
PERSONAL FULFILLMENT  
ACCOMMODATING HOSTS  
OUTGROWTH SUPPORT  
PROJECT WORKLOAD  
PERSONAL + PROFESSIONAL GROWTH  
DIVERSITY OF THOUGHT  
COMMUNITY + CULTURE



## WHAT YASH IS SAYING



“Interning with OutGrowth at an Eastern Shore farm was the one of the most enthralling and fulfilling experiences of my life. All program features are very artistically curated by Anna - including due diligence and sorting, weekly outdoor chores and project assignments, placement location, pre- and post-placement guidance and in-depth mentorship support. The 'out of office' stint incorporates a delicate mix of outdoor engagement with technical assignments while also permitting interns a decent amount of leisure time. OutGrowth is a great avenue for college students looking to step out of their comfort zones and experience the broad outdoors in a serene, challenging, yet safe environment. A must-try for college students aiming to build in a social engagement component to their education.”

# R E S U L T S

## 1 PROFESSIONAL EDGE: CAREER COMPETENCY-BUILDING | SELF-ASSESSMENT

### SKILLS DEVELOPED AS A RESULT OF THE OUTGROWTH EXPERIENCE

- COMMUNICATION
- TEAMWORK + INTERPERSONAL
- LEADERSHIP
- CREATIVITY + PROBLEM SOLVING ★
- PROFESSIONALISM + PRODUCTIVITY
- GLOBAL PERSPECTIVE ★



Skills that Yash indicated he **greatly developed** as a result of OutGrowth



## WHAT JOHNS HOPKINS UNIVERSITY IS SAYING



Traditional education focuses on rote memorization, information overload and regurgitation in the form of tests, quizzes and papers. None of these are skills that will lead to career success in the current or future world of work. Rather, it's skills like critical thinking, empathy, compassion, and adaptability – gained through volunteer and social experiences – that will enhance your value to an employer. OutGrowth offers opportunities that will help you do just that and I can't recommend it enough.

**Krasi Shapkarova**  
Associate Director of Coaching + Education

## 2 SMALL BUSINESS IMPACT: CHANGING FARMS FOR THE BETTER

The business and financial consulting services I imparted during the course of the placement month at Know Good Farm made me feel gratified. I noticed first-hand the incremental changes in business operational efficiency for the owner, and growth in farmer IT and finance acumen. After the first few days, I was able to comprehend how tough it is to operate a small business setup with limited financing resources. Hence, it's imperative for conscious citizens, especially college-attending youngsters, to dedicate their intellectual resources to support small community businesses. There is a genuine spirit to succeed among small / community businesses and we can all contribute in our own ways to foster a supportive entrepreneurial ecosystem for such community ventures.



30 + DELIVERABLES CREATED

## 3 IMMERSIVE ENGAGEMENT: EXPERIENTIAL LEARNING REALIZED

Living in an isolated part of the state, close to the bay, was a one-of-a-kind experience for me. I made plenty of new and worthwhile friendships while in town. Furthermore, the local populace treated me with warmth, fervor and social curiosity. The community is quite collaborative in nature, with residents making an active effort to support local businesses and farm produce. I also engaged in a number of novel experiences, such as kayaking, diving, speed-tubing and clamming.



## AS A RESULT OF THIS EXPERIENCE

YASH IS COMMITTED TO CONSUMING HEALTHY, LOCAL FOODS

## 4 PURPOSE CONNECTION: TRANSLATING PASSION

"In a world full of mediocrity, when you push yourself harder to deliver product(s) and service(s) that are simply mesmerizing, you'll scale to remarkable heights. This internship is a real, practical hands-on exercise, where you still have the liberty to make creative errors and judgement calls. In the words of the great Jim Rohn, "Formal education will make you a living; self-education will make you a fortune."

BEFORE OUTGROWTH

1

2

3

YASH'S SELF ASSESSMENT OF

1. ACADEMIC DEVELOPMENT
2. PROFESSIONAL COMPETENCIES
3. PERSONAL GROWTH

AFTER OUTGROWTH

1

2

3

YASH RATED THE FOLLOWING OUTGROWTH EXPERIENCE COMPONENTS AS **EXCELLENT**

- ✓ CONNECTION TO SOCIAL IMPACT + MAKING A DIFFERENCE
- ✓ FARM HOSTS
- ✓ BUILDING OF FARM/SUSTAINABILITY KNOWLEDGE BASE

YASH **AGREED** WITH THE FOLLOWING STATEMENTS

- I felt that my work and role were meaningful.
- I felt connected to my work and my impact during this experience.
- This internship helped me to learn more about myself professionally.
- This experience enhanced my understanding of the sustainable community and the role of agriculture.

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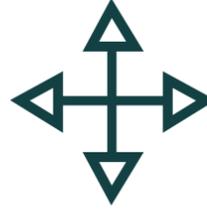
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## MEET VICTORIA

AGE: 21 | COLLEGE JUNIOR  
VISUAL COMMUNICATION MAJOR  
COMMUTER STUDENT  
STEVENSON UNIVERSITY



### STRENGTHS + EXPERIENCE

(S) CREATIVE | AGILE | EAGER TO LEARN  
(E) MARKETING | PHOTOGRAPHY | VOLUNTEERING  
NEW TO: FARMING | IMMERSION | REAL CLIENTS

## WHY VICTORIA APPLIED



What really drove it home and made me want to apply is the thought of having such a different experience from an average internship. Not only would I be able to fully immerse myself in a new environment, but I would be learning so much while doing so. I can envision myself making lasting connections, and not only contributing to a singular organization, but to a community.

## VICTORIA'S SUMMER PLACEMENT



1 MONTH RESIDENCY  
120 CREDIT HOURS



KNOW GOOD FARM  
EASTERN SHORE, MD



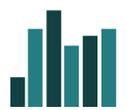
OPERATIONS TASKS:  
ANIMAL CARE  
OYSTER HARVESTING  
VEGETABLE HARVESTING



PROJECT DELIVERABLES:  
BRANDING GUIDELINES  
LOGO DESIGN  
SIGNAGE  
MARKETING MATERIALS

### PROGRAM INCLUDED:

RESOURCE DATABASE  
WEEKLY MENTORING  
2-DAY ORIENTATION  
FINALE SHOWCASE



### INITIAL FEELINGS

NERVOUS  
EXCITED  
OPTIMISTIC  
READY



### REWARDS

SATISFACTION FOUND IN FARMING  
DUAL MENTORSHIP  
BEING TRUSTED + FEELING CAPABLE  
LIVING WITH HOSTS  
SUSTAINABLE LIFESTYLE LEARNING  
WEEKLY PROJECT STRUCTURE  
PROJECT CHALLENGES  
FREEDOM TO CREATE + TAKE OWNERSHIP  
LEARNING ADAPTABILITY + NEW METHODS



## WHAT VICTORIA IS SAYING



This program is truly like no other. It is such a different experience, and will stand out among other internships. Not only do you get to experience a different lifestyle, but you get to work towards a goal that is related to your potential career with real-life work experience. OutGrowth was so good about being there when I had any questions at all. Even when I said I was fine, they took the extra steps to reach out to guarantee I had everything I needed.



## WHAT STEVENSON U IS SAYING



OutGrowth, LLC is a life-changing internship program that should be replicated in internship programs across the United States, and the world. Nothing compares to being fully immersed and actually living with and working alongside one's client. I was extremely happy that we were able to have a student in the inaugural cohort and was happy to see the tremendous growth our student had though her participation in OutGrowth. Anna Fitzgibbon has a passion and zeal for healthy living and healthy lives that translates seamlessly into the mission and the power of OutGrowth.

-Sonya Lawyer | Internship Director

# R E S U L T S

## 1 PROFESSIONAL EDGE: CAREER COMPETENCY-BUILDING | SELF-ASSESSMENT



### COMMUNICATION



### TEAMWORK + INTERPERSONAL



### CREATIVITY + PROBLEM SOLVING



### PROFESSIONALISM + PRODUCTIVITY



Dealing with a client is my number one take away. I also learned to be open and accepting not only of new people but of new things and experiences. I'm very confident that the career path I have chosen is what I want to do because of this experience. By doing this internship and not getting paid, I was reassured that I like designing for the sake of designing, making other people happy with my talents. It wasn't about being paid for the work. It was about doing something that I know the client loved. The projects were specifically catered to what I needed as portfolio pieces. They went right along with what I have been doing in school and brought what I've learned in the classroom to life.

## 2 SMALL BUSINESS IMPACT: CHANGING FARMS FOR THE BETTER



Living and actually helping with the farm was such an eye-opening experience. Of course I've always known that people are farmers and that's how we get our food, but you have a whole new appreciation for it when you see the time, effort and energy that goes into producing it. It gave me a different perspective on how I live and really made me value how essential agriculture is to day-to-day life.



15 + DELIVERABLES CREATED | 3000+ PROFESSIONAL PHOTOS TAKEN

## 3 IMMERSIVE ENGAGEMENT: EXPERIENTIAL LEARNING REALIZED



I'm honestly just proud of myself for doing it. And that might not sound like much, but to move away from home for a month with strangers and be "on my own" so to speak is something I've never done. So I'm just happy about the whole experience. All life experiences in some way lay the path for your future. I for certain see this as an experience I will look back to for many things in life, not only career-oriented situations.

VICTORIA TODAY 



INSPIRED BY HER OUTGROWTH EXPERIENCE TO STUDY ABROAD IN 2019

## 4 PURPOSE CONNECTION: TRANSLATING PASSION



I just want to let OutGrowth know how happy I am that I had the opportunity to be a part of the program. It pushed me out of my comfort zone, gave me real world experience working with a client, and ultimately made me realize how **rewarding** the career I am going into can be. Through this program it assured me that **I'm headed in the right direction**. It was just very interesting to me how much I learned about myself, and **I grew as a person by allowing myself to fully accept** these different things into my day-to-day life. And again, that just goes back to having an open mind and going with the flow.

VICTORIA RATED THE FOLLOWING OUTGROWTH EXPERIENCE COMPONENTS AS **EXCELLENT**

- ✓ CONNECTION TO IMPACT
- ✓ FARMING
- ✓ PROFESSIONAL GROWTH
- ✓ APPLICATION TO PROFESSION
- ✓ COMMUNITY
- ✓ QUALITY OF PORTFOLIO

VICTORIA **STRONGLY AGREED** WITH THE FOLLOWING STATEMENTS

- I felt that I was making a daily difference in the business because of the work that I was doing.
- I felt that I contributed to a greater purpose.
- I felt that I was able to take charge of my professional development.
- This experience enhanced my understanding of the sustainable community and the role of agriculture.