

# INTERNSHIP PORTFOLIO

World Creativity & Innovation Week  
World Creativity & Innovation Day



**World Creativity  
& Innovation Week**

April 15 - 21



**World Creativity  
& Innovation Day**

April 21

# PART 1: WCIW & WCID ORG OVERVIEWS TOUCHPOINTS

WCIW/D Background

Organizations Names

History

Business model

# Get to know WCIW...

World Creativity & Innovation Week is a **weeklong celebration** that fosters an international community dedicated to encouraging and empowering **everyday creativity** in their homes, schools, and communities.

## WCIW SLOGAN

Celebrate your creativity every day.  
#IAmCreative



## WCIW PURPOSE

WCIW exists to inspire and enable everyone to live more creative lives. We are an inclusive network of Ambassadors who educate, promote, and encourage creativity. Our community motivates and fosters creative problem-solving skills, research, and action to address everyday challenges.

## WHY CREATIVITY?

Creativity makes the world go 'round. Everything is a product of creative minds thinking differently, challenging the norm, taking risks, and learning from trial and error. Everything you do can be a creative act. There are infinite opportunities that await you every day.



56

## COUNTRIES CELEBRATING

Creativity is borderless - see all the different ways it is being used across the globe.

Events 2020



## WCIW CELEBRATIONS

Everyone is welcome and encouraged to celebrate **World Creativity & Innovation Week (WCIW)**, April 15 – 21, and **World Creativity & Innovation Day (WCID)**, April 21, a United Nations International Day of Observance.



# Get to know WCID...

World Creativity & Innovation Day is a United Nations Day of Observance celebrating the international use of creativity and innovation to **advance the 2030 Sustainable Development Goals (SDGs)**.

## UNITED NATIONS SDGS

Learn more about the United Nations 2030 Sustainable Development Goals at <https://wciw.org/wcid/>



## UNITED NATIONS AMBASSADOR

Permanent Representative to the United Nations since Sept. 2013: Ambassador I. Rhonda King.



## WCID PURPOSE

WCID exists to encourage and empower people to use new ideas, make new decisions, and take new steps towards addressing the global challenges of poverty, inequality, environment, peace, and justice. Through creativity and innovation, we can make the world, and everyone's place in it, better.



## WCID CELEBRATION

Everyone is welcome and encouraged to celebrate World Creativity & Innovation Week (WCIW), April 15 – 21, and **World Creativity & Innovation Day (WCID), April 21**, a United Nations International Day of Observance.

# PART 2: WCIW/D DELIVERABLES REPORT TOUCHPOINTS

Projects  
Challenges  
Process  
Creations  
Outcomes  
Skills Acquired

# WCIW/D: 2020 Annual Report

To provide a comprehensive report about WCIW/D's 2020 celebrations, our student leadership team created an annual report. The report - written from Friedman's (WCIW/D Chief Steward) perspective - was to provide context about WCIW/D's change in stewardship.

## CHALLENGES OVERCOME

The **organization** and **communication** of the team working on this project was extremely poor. Iterations are necessary for greatness... but it took about 50 of them to get to goodness before we could even begin working towards greatness. This process was long, drawn out, tedious, frustrating, and overall painful. Misspelling Colombia... and forgetting to put them in the celebrations!

## PROCESS

Initially, I was not a part of this project. As it progressed I began to get involved to make sure the needle was moving. Each iteration was a teaching opportunity... and a learning opportunity. I **proofread iterations**, **pulled out design errors**, and **added new pages/information** to enhance the final product.

## CREATION

Ultimately, I mostly contributed **critique** and **support** in this project. I was **quality-control**. The annual report was told as a story about our celebrations. We included our relationship with the United Nations, our mission & vision, our celebration spread, our board, the rebrand (website, social media, and example celebrations).

## OUTCOME

The final iteration of the WCIW/D 2020 Annual Report was **phenomenal**. It was professional, well-designed, informative, and interesting. The document wrapped up the 2020 celebrations in a nice, tidy presentation.

## SKILLS ACQUIRED

- Extreme attention to detail
- Quality control - giving feedback
- EQ practice in dealing with frustrating team members



# WCIW/D: Creative Diplomacy

Ambassador I. Rhonda King invited us to meet at the UN in June. Although our meeting turned virtual, we had an outstanding conversation with Ambassador King. The meeting and her desire to empower everyone to use the essential tools of creativity and innovation **solidified our relationship with her**. The Entrepreneurship Department will be working closely with her on a project to manifest the use of **creativity and innovation in international diplomacy**.

## CHALLENGES OVERCOME

Well, besides our silly typos and negative language that Ambassador King disliked... which I thought about... we had some trouble deciding what the ask was. Based on our responses (the language respondents used), **not everyone is understanding the ask...** and not doing well with the ambiguity.

## PROCESS

If Ambassador King asks for it, it will be done! She dropped many hints about us doing something with 'creative diplomacy during our meeting. We began working on this by **simply doing some asking**. Friedman reached out to his alumni who might/could help us in gathering information on the topic, and we created a document to send out to gather information. We plan to use this information and run it through the creative process to come up with a problem/solution and pitch for our next meeting with the Ambassador. **We plan to work with Model UN at Miami University to find out how to test and implement creativity and innovation in diplomacy around the world.**

## CREATION

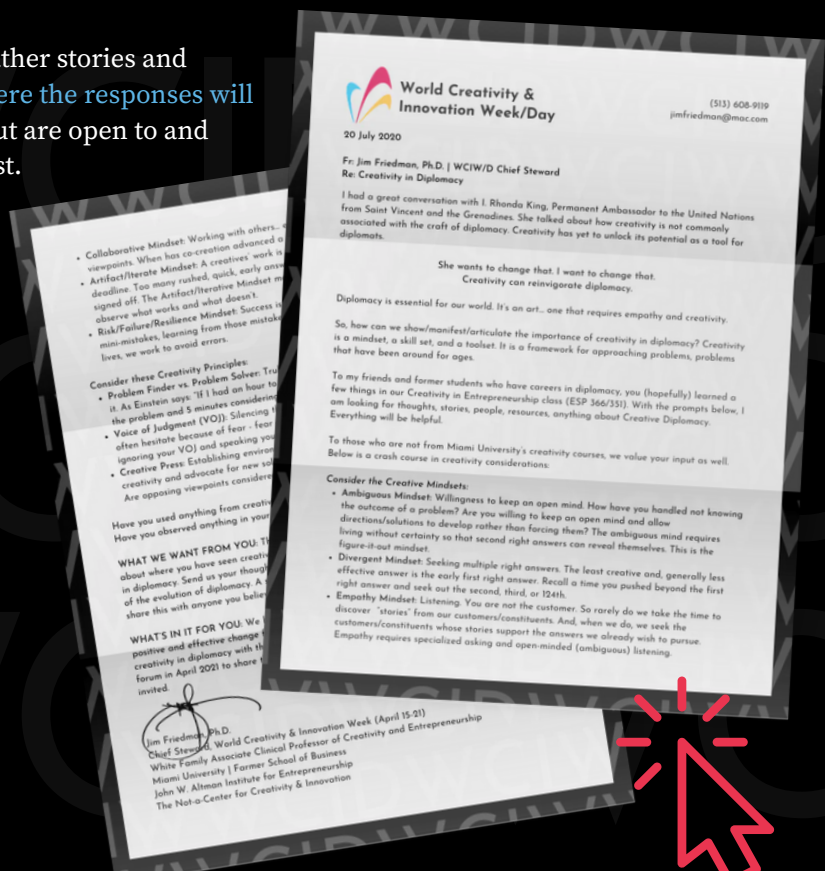
Our initial creation is simply a note to gather stories and information. We **aren't quite sure yet where the responses will lead us or what we want to accomplish but are open to and excited about the ambiguity of the request.**

## OUTCOME

We are thrilled to see what opportunities will come from our **relationship with the United Nations**. We have received response from a few individuals. We sent the final document to Ambassador I. Rhonda King, and our International Advisory Board Members and they were excited. **This project will unite our community and foster collaboration between countries.**

## SKILLS ACQUIRED

- Squashing VOJ... speaking my mind
- Networking and emailing practice
- Iteration and ambiguity





# WCIW/D: International Advisors

Our previous structure was a rapidly growing International Advisory Board with varying levels of member contribution. To fix this issue, we will be providing structure with organization and responsibilities from the headquarters this year. The organization, titles, and semantics used to structure WCIW/D internally and externally is critical to the organization's success.

## CHALLENGES OVERCOME

The world is frick'n huge. It is incredibly difficult to split up and do so 'fairly' with the different numbers of people in each country/state/city/territory/region/etc.... it gets sticky when there are 7.5 billion people to keep track of. Existing board members titles are being changed. It is hard to make everyone happy. We are small and do not have many leaders willing to dedicate hours of their time to an organization that isn't paying them... some of the larger roles are significant.

## PROCESS

To do our initial iteration of dividing the world, we used a population tracking website to determine how many International Advisors to include. We decided how many advisors from each continent/region, and then continued to add tiers to the structure. After meeting with advisory board members in regional (continent) meetings, we landed on a 3-tiered structure including 15 International Advisory Board Members, Creative Ambassadors, and Creative Champions.

## CREATION

Our final structure was sent out to our International Advisors for their consideration. We are waiting to receive responses from our advisors to let us know how we can support their celebrations and regions individually in response to the structure. We will host 3-5 additional International Advisory Board Meetings, and many regional meetings between now and April. Additionally, strategic proposals will be required for the International Advisory Board Members prior to selection.

## OUTCOME

This structure has taken WCIW/D to the next level. Our simple structure is easy to follow for an international audience. With an increased expectation of holding a title, WCIW/D will see growth in our community for our April 2021 celebrations.

## SKILLS ACQUIRED

- Collaborating with an international teammates
- Practice green-braining!
- Creating an application/interviewing process (HR)

CONTEXT

ACTION

RESULT





# WCIW/D: Student HQ Organization

Like the external organization of WCIW/D, the internal student team's organization, titles, and semantics is vital to the organization's success. *WCIW/D 2021 is off to a strong start.* With the class of 2020 graduating, many new students on our student leadership team are eager to strengthen the organization and make the 2021 WCIW/D celebrations bigger and better than our last.

## CHALLENGES OVERCOME

Unmotivated, average student participation. Lack of confidence (both my own and others). Lack of passion/excitement. Lack of curiosity. Lack of organization. Lack of collaboration.

## PROCESS

As we develop the 2021 student leadership team, we are seeing students step up and some fall behind. As we say in our 'interviews', WCIW/D is not a difficult organization to get into... but once you are in, we expect a lot from you. Those students who have the drive to succeed and seize the opportunity will not regret it... and those who don't will not stay in the organization. Our team will continue to develop, shift, grow, and change throughout the year. I am excited to see who sticks around until the end.

## CREATION

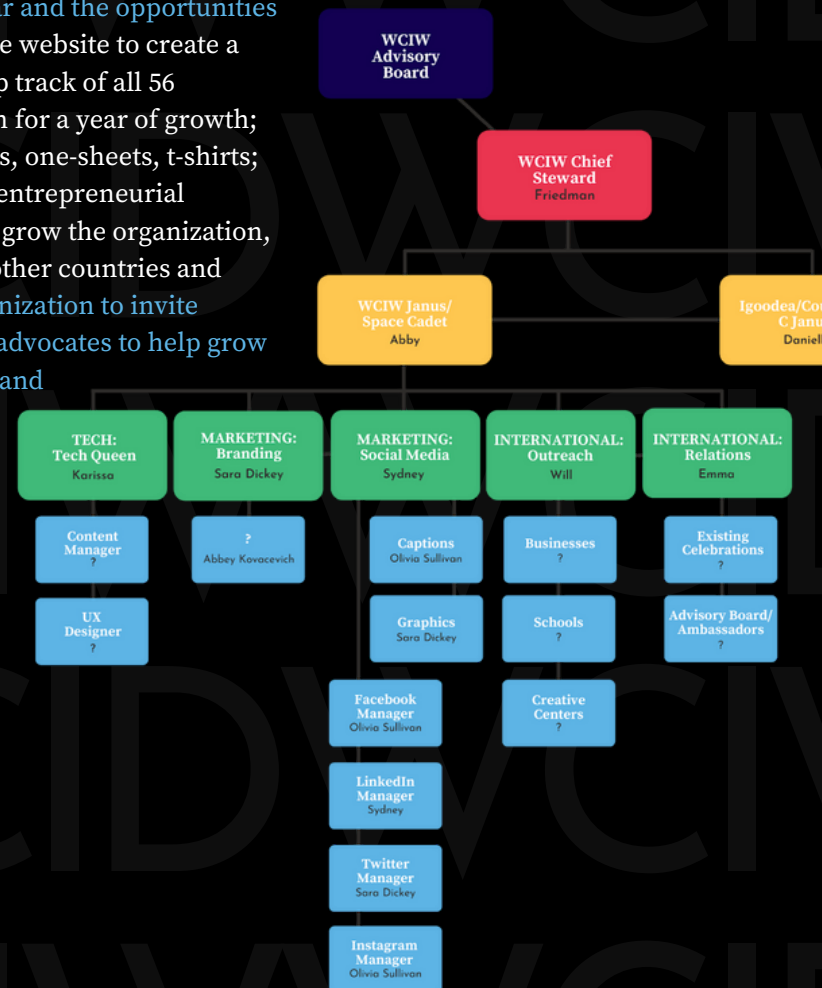
The student leadership team is working to forge a strong structure during the summer months to prepare for the coming school year and the opportunities it will bring. The student team is editing/upgrading the website to create a better user experience; creating a CRM system to keep track of all 56 countries and hundreds of celebrations in preparation for a year of growth; designing new promotional materials including videos, one-sheets, t-shirts; and establishing connections with creativity experts, entrepreneurial professionals, and students from around the world to grow the organization, learn more about innovation, and understand life in other countries and cultures. We have even restructured the campus organization to invite student creativity ambassadors and faculty creativity advocates to help grow the connection between creativity/entrepreneurship and the other colleges/departments.

## OUTCOME

Creating this student team structure has allowed students to embrace a real-world project and apply skills they have learned at Miami to real life. Their confidence, organization, and comfortability has significantly increased during the summer months. The early start will provide a strong base for the coming school year.

## SKILLS ACQUIRED

- Leadership and mentorship
- Organization and discipline
- Confidence and comfortability



**PART 3: ARTICULATE  
YOUR IMPACT  
TOUCHPOINTS**

*Accomplishment Story*

# WCIW/D: **Accomplishment Story**

World Creativity & Innovation Week / Day's future is bright. The **community is a powerful one...** but one that lacked structure, collaboration, and consistency. Our work within the last year laid the groundwork for WCIW/D's brand position. In our second year as the stewardship team, we **aim to empower international leaders, and grow strong.** With my knowledge of the organization - inside and out - I was able to **strategize and organize our International Advisory Board who are at the core of the organization.** By trying, failing, and iterating, we have created a **2021 strategic plan of growth.** This flexible structure, supporting our international team, finding the right players, and empowering international leaders **has given World Creativity & Innovation Week / Day the means to influence and empower the world to be a better place.**



# PART 4: ALTMAN SCHOLAR REFLECTION TOUCHPOINTS

Six Characteristics of Successful Employees



# WCIW/D: Reflection

## 6 CHARACTERISTICS OF SUCCESSFUL EMPLOYEES

### DESIRE TO LEARN

I consider myself to be a learner rather than a knower. I oftentimes feel overwhelmed by the world plethora information and how little time we have in this world and how little time we have to learn it. There is so much that I am interested, and I want to learn it all.

From our panel Q&A, we learned just how important it is to ask questions, and understand every minute detail, even if it does not feel relevant to your responsibilities. Everything connects, and many things matter that don't seem to at the time they are presented.

I am thirsty to learn more about Reef Conservation International and the tourism industry in general. Since I was a kid, I have been interested in ocean conservation and travel. I am also excited to learn how the skills and information I have absorbed from Miami will apply to my internship at ReefCI.

I plan to ensure that I am using my desire to learn by coming up with weekly questions for my meeting with Frank and Anthony... and not just questions about my position. I will also inquire Anthony about being included on other meetings that they have to listen in and learn more from people in the industry!

Just last week, I sat in on a webinar for "Islands' response to COVID-19 and its impact on the tourism industry"

Leading teams is like herding tigers. There is always going to be a challenge with stability.... But each individual on the team has a way of dealing/coping/working with their bosses... and each need special attention to work out kinks. The fact is: the special needs are usually ambiguous. It is difficult to know when to step in, when to let go, when to teach, and when to fire someone.

The ability to navigate the unknown of what we 'should' be doing and what April will look like is key in the organization's success. We have learned to control what we can and adapt when changes happen.

Networking. Meetings. Networking. Emails. Networking. Webinars. Networking. Ducks... this summer has been FULL of gaining peoples' perspectives. From international to local, I have learned that 2 heads are almost always better than 1. We have strengthened our advisory board, our team, and our organization just by listening to and learning from others. In WCIW/D there are many opportunities to learn cultural differences. One of our biggest efforts to learn is setting up regional advisory board meetings to focus our support based on what they need. We have learned a lot from these. For example... we learned that India has a population of 1.3 billion (yes... with a B)... this changed our plan for breaking up the Asian region on our advisory board.

### ABILITY TO THRIVE AMIDST AMBIGUITY

With COVID-19, the world and the tourism industry could not be much more ambiguous. While many see this as a struggle for smaller companies like ReefCI, and even more so in the tourism industry, I see it as an opportunity. An opportunity to shape the future how they want to see it, and grow from the unknown of the future.

Ambiguous assignments, deadlines, outcomes, etc. push me. They push me to do the best work I possibly can... even if I end up failing. One way or another, it is a learning experience. Being able to stay confident in my work and what I am producing will be a challenge (especially as a meeky intern). I am up for it.

I have grown tremendously in the last year, and the projects I have worked on have prepared me with the "figure it out" mindset. I am excited to use it.

I will ensure that my ability to thrive amidst ambiguity is padded with the "plus one" mentality, and providing confident work to my supervisors. I will also frequently seek feedback to learn from my mistakes and navigate / wade through the ambiguity in the most successful way possible.

### PASSION

Check.

Ever since I was a kid, I have asked myself "what are you going to do with your future?" I loved the ocean. I loved people. I loved scuba diving... but I was told over and over - "That isn't a job. You have to make money. You have to find a job in the real world."

One of my favorite teachings that I have learned at Miami is to make it happen. And that is exactly what I did. In the comfort of my Miami home (the ESP hallway), I called the CEO of my dream company. I confidently positioned myself and nestled my way into the tiny network of Reef Conservation International as their social media intern... an ocean conservation - people-centered - scuba diving company. Woah.

I couldn't be more excited about this position, this company, and my ability to make a difference for them in this unprecedented time of COVID-19. I have no expectations, and feel like a sponge... ready for anything that I can absorb from the opportunity.

The opportunity to see WCIW/D's plans through for a year... in the midst of a pandemic... at the start of new stewardship... is crazy. I never intended to be as committed as I am in my role. This opportunity has been and will be the most important, and influential one of my college career.

I am almost overly passionate and invested in WCIW/D's future. I am protective in the sense that I want everything to be as perfect as it can possibly be... and I crave success for our team. The opportunities are endless, and I can't wait to see what else I learn from being WCIW/D's 2021 Space Cadet.

Sometimes the best way to get everything done... is not by working on everything. It is by working on one thing in particular that will **move the needle...** and prioritizing what needs to be done first. I also learned that just about everything takes longer than expected.

By using what we have the means to create, we can **collaborate and work together to create something great.** Zoom call after zoom call (which is a COVID learned behavior...) has significantly improved WCIW/D's student leadership team and International Advisory Board Meetings. **Our adaptations to seize the unfortunate situation strengthened our organization.**

## SCRAPPINESS & GRIT

The country? Shut down.  
The tourism industry? On pause and in shambles.  
ReefCI? Closed until ???  
Money? None to spare.

In what ways can we spin the situation into ReefCI's favor? How can we make them money without offering their service?

The only way to find out is to make it happen. Using my network of help, mentors, professors, and any information I can gather... I will figure it out. Trial, error, failure are all part of the process.

I intend to use scrappiness and grit often in my internship. It's an internal challenge for me... how much of a difference can I make without paid ads... without expertise in the industry/field... we will find out, won't we. I'm excited.

I will begin doing this pretty soon by starting up their social media marketing - developing their brand and building their commun-

## WILLINGNESS TO PUT THE COMPANY BEFORE ONESELF

I have been trying to keep my cool when I talk to them... but this company gives me butterflies... almost like I have a 13-year-old girl crush on the company.

My values align with ReefCI's immeasurably. In a way, I am not putting the company before myself because the company represents a lot about who I am as a person.

My life dreams, passions, and aspirations are in line with the goals of ReefCI. I hope to build a future working for a company similar to theirs. After having been a customer of theirs twice, I strive to be more like their employees. The company culture and values pushes me to become more passionate, excited, and at peace with the world.

In every love story there is a honeymoon phase. So what happens when something happens that disappoints me about the company? Like anything else, selflessness extends into compromise. Into understanding. Into empathy... all things we practice in ESP. I am looking forward to that first feeling of struggle. Of disappointment. Of frustration so that I can react with EQ and process the situation in a different way than I have before.

I am **committed.** WCIW/D is like my child. It is **exhausting, frustrating, exciting, empowering, all-encompassing, and challenging.** I have learned an extraordinary amount of information working in this organization. It has helped me in developing my professional work, my ability to work in a team, and overall made me more invested in a passion. It has **tested me and pushed me to become a better version of myself.** I know a lot (maybe too much?) about the organization in the role I play... and I wouldn't trade it for the... well... I guess universe because we already have the world! Ha!

This is one that I could always use improvement on. Although wordsmithing, iterating, and failing has taught me inordinate amount about my writing... **I am still not perfect - nor will I ever be!** The biggest thing I have learned about communication working with WCIW/D is that it is vital. **EQ is pertinent.** Knowledge. Patience. Colaboration. all create excellent communication... but above all, **LISTENING, is the best way to communicate.** The best example of this in working with WCIW/D is in Europe and allowing our International Advisor, Dorte Nielson, to talk... and eventually "come up with" our plan for Europe. Rather, Friedman knows how to communicate it to make her feel like it's her idea!

## EXCELLENCE AT COMMUNICATION

The cultural barriers of their employees is significantly different than what I am used to. They are casual. Their lives are slow. They are islanders. This is going to take some getting used to. I am going to need to adapt my need for immediacy into their culture.

How can I make the adaptation to excel with a new style of communication? How can I adapt my expectations to fit their needs... in the way they do it.

One way I have begun to establish some kind of understanding of their communication styles is by staying in communication with my supervisors, and with some of the employees on the island (the divemasters). In a non-creepy way, I have been tracking them, learning how they talk, and trying to empathize with them.

In addition to understanding the differences in culture, I plan to excel at communication by over-communicating in this virtual world. In attempts to build a personal relationship, I will frequently meet with my supervisors, and seek feedback from them to better understand their needs. Video call preferred (I need a face to talk to!!)

This will be one of the most important pieces to learn in my internship this summer because I would ideally like to enter into this industry as a graduate... the sooner I learn the intricacies the better.

# PART 3.5: WHAT'S NEXT?

## TOUCHPOINTS

Newsletter

Website Pages

Welcome Packet

International Support

# WCIW/D: What's Next?

WCIW/D is the biggest opportunity I have come across at Miami and I will not be giving it up willingly anytime soon. This summer allowed us to solidify a base structure for our student leadership team (WCIW/D Headquarters) and our international partners (WCIW/D International Advisory Board, Ambassadors, and Champions). Once the semester begins, our progress towards making April the best it can be will speed up. Here is what we will be working on...

## WELCOME PACKET

As we begin to onboard new celebrants, and expand our network, we want to ensure that everyone joining feels welcomed into the organization. Our international outreach student team will be working on curating and creating a 'welcome packet'. This will give the new celebrant everything and anything that they will need for their April celebrations.

## NEWSLETTER & CRM

In addition to sending a 'welcome packet' to our new celebrants, we are taking into consideration how to engage the WCIW/D community all-year instead of just one week out of the year. Our student international relations team is working on developing a customer relations management system to keep track of all celebrants, and celebrations. Additionally, we would like to begin a monthly newsletter to keep all celebrants updated with the latest information from the international headquarters.

## USA & OCEANIA

The student international outreach team will prioritize finding connections in both the North American and Oceania continents. These two areas are particularly underdeveloped compared to Africa, Europe, Asia, and South America.

## WEBSITE PAGES

The website is the hub of all international celebrations. Arguably one of our most important puzzle pieces, it will be important to continue adapting and iterating our website for the most desirable UX/UI experience for our users. Additionally, we altered the navigation of the pages and added a few. Our student website team's completion of this project will be first priority before sharing our website to our newest users. (i.e. WCIW 2021, WCID 2021, get to know us page, and continent pages)

## INTERNATIONAL SUPPORT

Our student website team will be creating website pages for particular continents (i.e. [www.wciw.org/Africa](http://www.wciw.org/Africa)), which will showcase what developments are occurring throughout the year in each region. These pages will celebrate all accomplishments of our International Advisors, Ambassadors, and Champions in these particular regions. Additionally, we will be individually supporting each region with marketing materials, educational materials, and anything else they need to succeed and grow.