

**Total Employees****12,100+****2021 Revenue:****\$4 Billion****Headquarters****Middleton, WI****About**

Spectrum Brands is a home essentials company trusted by millions of consumers all over the world. Our brands improve the way people live life at home - from making their meals, looking their best and caring for their pets to securing, enhancing and cleaning their homes and freeing their space from unwanted weeds and pests..

**“The Internship on Demand students helped our engineering team get real work done for an upcoming project. The team of students did a great job.”**

**– Dave Everett**  
Spectrum Brands Division  
Vice President

## Spectrum Brands grows brand recognition and gains meaningful engineering work

Through the development of a virtual “pre-internship,” Spectrum Brands engaged 5 engineering students over 6 weeks of immersive training and development. Students presented their work, engaged with real employees, and developed a strong understanding of the day-to-day responsibilities of an engineer.

### 33.6 hours

Students spent an average of 33.6 hours immersed with Spectrum Brands

### 2x

Students are 2x more likely to apply to a job or internship at Spectrum Brands

## Problems

### 1. High number of existing projects

Spectrum Engineers have high number of projects underway at once. Low priority projects need early stage research and development.

### 2. Low visibility of program

Only a small percentage of students are aware of Spectrum Brands as an organization, but are familiar with their sub-brands. Low visibility means Spectrum is only able to have a small internship program.

## Goal

Improve Spectrum Brands' **candidate pool** through an a **hands-on** program that teaches the **necessary technical and career readiness skills** before full-time internship or employment.

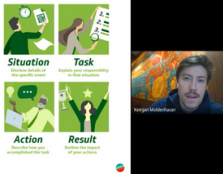


## Program Snapshots

Pre-internship includes virtual project work, office hours, and live interaction with company employees throughout program.

### Interview

1. Review your resume/elevator pitch
2. Get there early - relax
3. Do the research - values, roles, open positions
4. Check Glassdoor, Handshake, etc.
5. Get familiar with the STAR method
6. FOLLOW UP




recorded video training

## Spectrum Brands

### Workshop 02

#### Build Your Research Plan

*Objective: For you and your team develop your research plan. From here, you'll get out into the world & learn from the people you are designing for.*  
Time to complete: 1.5-2.5 hours

Presented in  
collaboration with 

team workshops



employee networking

## Solution

1. Team-based design project with mentored guidance following Spectrum Brands engineering process
2. Covering the full product development cycle from market evaluation to final design through virtual sessions
3. Only 30-60 minutes per week of employee time for project reviews, lunch and learns, and professional development workshops

All built in less than 2 weeks of up-front investment time!

### Engineering Work Progress

All student work returned to Spectrum Brands engineering team to be reviewed and implemented at key design stages of upcoming project under portfolio brand.

### Brand Equity Built

Students spent a combined **168 hours** with Spectrum Brands content and reported high satisfaction with all skill and career development opportunities. Students report they are **twice as likely** as before to apply for a role with Spectrum Brands.

**Spectrum Brands will continue working with  
Internship on Demand developing their  
talent pipeline!**

## Conclusion

Spectrum saw immediate benefits through brand exposure and applicable student work. Long term programming with Internship on Demand allows a hands-free, talent pipeline and training solution to current and future hiring problems.

# INTERNSHIP ON DEMAND

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