

MIT 542

Context and Conditions

Field Visits and Coaching was completed as partial fulfillment of MIT 542: Internship. The project was completed during a Summer 2007 session under the guidance of Dr. Mahnaz Moallem. I worked with an instructional design consulting firm called Proficient Learning on a workshop for increasing district manager effectiveness for pharmaceutical company Genentech. Genentech was Health Strategies Group's client, and Health Strategies Group was Proficient Learning's client.

Scope

Health Strategies Group was charged with taking a previous course delivered to Genentech's district managers and revising it to be more effective. Health Strategies Group hired Proficient Learning to help them do that. I was charged with working on various activities during the workshop as well as evaluation items. I used Kirkpatrick's Four Levels of Evaluation (1994) as the theoretical framework for the evaluation items.

Role

I worked with one of Proficient Learning's consultants as a team on this project. As stated above, my role was to work on various workshop activities as well as evaluation items. I was many voices away from the client, and communication back to my end of the spectrum often was not clear. Apparently, the client changed her mind many times over the course of the project and ultimately went in a different direction after my time on the project was complete.

Reflection

My internship was a great illustration of the frustrations one can encounter when dealing with clients in the real world. While I did not work with the client directly, her quick changes of mind definitely were felt. It was disappointing to know that my hard work ultimately did not get used; however, I still gained valuable experience and feel I had a good look at what it is like to be a consultant in the real world.