



Assessing The Career Launcher

Micro-Internships are a great way for you to assess if a Career Launcher has the Core Skills that are required to be successful in this role. To help, we included a few samples of how you can evaluate these skills in based on completion of the assignment.

Career Launcher Assessment - Market Research Analyst	
Name:	
<i>SKILLS</i>	<i>COMMENTS</i>
Analytical Thinking: <ul style="list-style-type: none">• Did they demonstrate their ability to find insights from various sources of data?• Ask thoughtful questions while completing the project?	
Grit/Drive: <ul style="list-style-type: none">• Was their work delivered faster than you had expected?• Was it clear that the Career Launcher was genuinely interested in your company? (ex. Follow your company on LinkedIn, etc.)• Based upon brief audit of their work, was their work thoughtful and meet/exceed expectations?• Did they need assistance throughout the project or did they take the lead?	
Communication/Writing: <ul style="list-style-type: none">• Demonstrate strong writing and / or verbal skills - clear, concise, correct?• Did they successfully relay insights that could be understood cross functionally by various member of the company?	
Attention to Detail <ul style="list-style-type: none">• Follow directions as outlined in project posting?• Was their work grammatically correct?	
Creativity: <ul style="list-style-type: none">• Did they think outside the box and bring in an element of creativity you did not think of?• Did their approach standout?	