



# *Fashion Internship Program Design Toolkit*

A Guide to Building, Training and  
Retaining Without Chaos



# *How to Use This Toolkit*

This toolkit is designed to help fashion brands:

- Stop guessing
- Stop exploiting (often unintentionally)
- Stop rehiring endlessly

You are expected to:

- Customize the resource templates to your brand
- Assign a supervisor
- Review performance intentionally

This toolkit works only when implemented

# *Module One*

## Internship Program Foundation

### **1.1 Purpose of Your Internship Program**

Before you bring in interns, define why. Choose your primary goal:

- Talent pipeline (future staff)
- Operational support
- Junior skill development
- Brand capacity building

Do not run internships without a purpose. That's how chaos starts.

### **1.2 Internship Duration Framework**

Recommended duration:

- 3 months – exposure & screening
- 6 months – skill development & conversion

Anything shorter rarely produces value for either party.

### **1.3 Internship Structure Overview**

Every internship program must answer:

- What will they learn?
- What will they produce?
- How will they be evaluated?

This toolkit answers all three. This is how to build structure into your internship program.

# *Module Two*

## Role & Learning Design

### **2.1 Intern Role Definition Template**

- Intern Name: \_\_\_\_\_
- Intern Role Title: \_\_\_\_\_
- Department: \_\_\_\_\_
- Reports To: \_\_\_\_\_
- Primary Responsibilities (Daily / Weekly): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- Tools Intern Must Learn: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- Expected Output by Month 1/2/3:

- Month 1: \_\_\_\_\_

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- Month 2: \_\_\_\_\_

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- Month 3: \_\_\_\_\_

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If you cannot fill this, you are not ready to take interns.

## 2.2 Learning Goals Framework

Each intern must have:

- 2-3 core skills, 1 support skill, 1 soft skill (communication, reporting, time management)

Example (Production Intern):

- Core: cutting accuracy, finishing, quality checks
- Support: inventory tracking
- Soft skill: reporting errors early

Intern Core Skills: \_\_\_\_\_

Intern Support Skills: \_\_\_\_\_

Intern Soft Skills: \_\_\_\_\_

# *Module Three*

## Onboarding & Supervision System

### **3.1 First-Week Onboarding Checklist**

Every intern must receive:

- Brand overview
- Role expectations
- Tools & SOPs
- Work schedule
- Supervisor assignment

Interns without onboarding will underperform. Always.

### **3.2 Supervisor Responsibility Framework**

Supervisor must:

- Assign weekly tasks
- Review output
- Give feedback (weekly or bi-weekly)
- Report progress

Interns fail faster under unclear supervision.

# *Module Four*

## Role & Learning Design

### 4.1 Weekly Deliverables Template

- Week: \_\_\_\_\_
- Tasks Assigned: \_\_\_\_\_

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- Expected Output: \_\_\_\_\_

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- Actual Output: \_\_\_\_\_

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- Notes / Feedback: \_\_\_\_\_

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Interns should be productive within 30–60 days if structure exists.

### 4.2 Productivity Rule

Interns are not learners only. They are junior contributors in training.  
If interns only observe after 30 days, redesign the program.

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# *Module Five*

## Performance Review & Evaluation

### **5.1 Mid-Program Evaluation (Month 1-2)**

Score intern on:

- Skill growth (1-5) \_\_\_\_\_
- Task completion (1-5) \_\_\_\_\_
- Communication (1-5) \_\_\_\_\_
- Reliability (1-5) \_\_\_\_\_

Strengths: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Areas for Improvement: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Feedback must be documented, not emotional.**

### **5.2 End-of-Program Decision Framework**

Choose ONE:

- Convert to staff
- Extend internship
- Refer externally
- Release

**No limbo. Limbo kills morale and productivity.**

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# *Module Six*

## Role & Learning Design

### 6.1 Conversion Criteria

Interns qualify for staff roles if they:

- Meet output expectations
- Require minimal supervision
- Align with brand culture

**Conversion should never be emotional. It should be earned.**

### 6.2 Junior Staff Transition Plan

Before conversion:

- Confirm role & pay
- Update responsibilities
- Provide new KPIs

# *Module Seven*

## **Common Mistakes to Avoid**

- 🚫 Using interns as errand runners
- 🚫 No learning structure
- 🚫 No feedback
- 🚫 No supervisor
- 🚫 No exit decision

**These are the reasons internships fail.**

This toolkit works best when paired with:

- Obsidian Advisory Africa – hiring systems & workforce structuring
- The Bridge Institute - trained talent pipelines, internship-ready candidates.

**You don't have to build alone anymore.**

# Conclusion

You built your brand through struggle. Your interns don't have to.

The fashion brands that will win in the next 5 years are not the loudest — they are the most structured.

Questions?

✉️ [Obsidianadvisoryafrica@gmail.com](mailto:Obsidianadvisoryafrica@gmail.com)  
📍 [obsidianadvisoryhq](https://www.instagram.com/obsidianadvisoryhq)