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How do you keep your interns busy?

Pittsburgh Business Times - by [Kris B. Mamula](#)

Don't just hire interns and wonder what you're going to do with them. There's really no shortage of talent. Fit the project to the intern. Identify skill sets that are required. If you plan them right and put the right resources behind them, internships are extremely beneficial to the school, the student and the organization. I'm actually a big believer in internships.

—Alistair Rock, managing director and partner, **Renaissance Partners LLC**

Before we even begin interviewing, we discuss internally what projects would be appropriate. Typically, these projects include market analysis, business planning — things you don't necessary need market-specific knowledge to do. Once we decide on a project, then we interview a candidate. And, really, this planning process leading up to the interview is what makes the internship successful.

—Patrick McCarthy, CEO, **ATRP Solutions Inc.**

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