



Coaching Webinars Internship Handbook

X-Culture Coaching Program

Industry Pathway

2026-2 | August to December 2026

Note: The X-Culture Coaching Program Director, Program Management Team and Coaching Webinars Coordinator reserve the right to update this Coaching Webinars Internship Handbook as and when it deems fit, subject to evolving dynamic program requirements; updates will be communicated to all Coaching Webinar Interns and affected stakeholders at the earliest possible opportunity

Welcome to the X-Culture Coaching Webinars Internship

Welcome to the X-Culture Coaching Program as a Coaching Webinar Intern. This X-Culture Coaching Webinars Internship handbook sets out the Coaching Webinars Intern role, requirements, semester structure and what you stand to gain from participating as a Coaching Webinars Intern.

Every role in the program is a training relationship first and service contribution second. You are here to gain experience and equally to be mentored, with the expectation of growing into business presentation-savvy professionals with an operational excellence edge.

What the Internship Is

Launched initially in 2026-1, the Coaching Webinars internship program is an extension of the current business presentation Center of Excellence (CoE) formed by the Webinar Management Team (WMT). This CoE serves to develop skills on virtual webinar conduct, audience engagement and public speaking for future-ready professionals.

Coaching Webinar Intern responsibilities sit on top of regular coaching duties for X-Culture Coaches. The program is designed such that internship work runs alongside regular coaching work.

Collaborative Coaching Webinar Intern Teams

Within teams, interns will complete weekly peer evaluations of one another to prevent free-riding during internship work, uphold accountability and foster collaboration. Peer evaluations will form the basis of each intern's performance letter.

Who the Coaching Webinar Internship is For

The Coaching Webinars Intern role suits participants interested in heading towards an Operations Management and / or Educational career who see themselves excelling at business presentations and management-related work. X-Culture alumni are preferred, and the motivational statement is decisive. There is also a component on Artificial Intelligence (AI) for the internship, which would stand out to those who wish to enhance their digital literacy and get accustomed towards using the new digital tools of modern times.

Learning Objectives

The Coaching Webinars Intern role builds competencies expected in operations management, business presentations and education through structured training and work within a semester in the X-Culture Coaching program. By the end of the internship, interns should be able to benefit from the following learning objectives across the following competency clusters:

Competency Cluster	Learning Objectives
Interpersonal Communication	● Apply team management and global virtual collaboration skills ● Utilize audience engagement techniques
Presentation Skills	● Create and conduct a LIVE presentation on a given topic ● Apply presentation & public speaking skills to real audiences ● Utilize audience engagement techniques
Leadership and Managerial Skills	● Segment business deliverables and pace oneself towards completion ● Apply real-life business skills to manage deliverable submission ● Manage limited webinar time in an effective manner ● Manage international collaboration across potentially different time zones ● Manage work and deliverables under situations with limited information and clarity
Digital Literacy & Artificial Intelligence (AI) Competencies	● Apply technological savvy to manage virtual webinars ● Appreciate and identify use cases of artificial intelligence (AI) in virtual presentations ● Appreciate and work around the limitations of AI ● Innovate and continuously improve AI use cases for virtual presentations
Research, Creative Thinking, Analytical Thinking and Metacognition Skills	● Utilize research and critical thinking skills to gather topical information ● Practice academic integrity through credible referencing of information ● Evaluate personal success through reflection and preparation of an individual report

Internship Criteria

Interns are assessed throughout the internship period based on the following criteria, for a maximum of 5 points per criteria, for a total of 30 attainable points. Rubrics for the interns' example webinar can be found under Deliverable 3 section.

Criteria / Points	Description	1 Point Improvement Needed	2 Points Developing	3 Points Satisfactory	4 Points Adept	5 Points Excellent
Critical Thinking	Interns exercise their own well-thought-out discretion when tackling tasks	Little to no sense of discretion or personal thought, situational awareness and contextual acumen towards the work and / or dynamic situations surrounding the work	Limited sense of discretion or personal thought, situational awareness and contextual acumen towards the work and / or dynamic situations surrounding the work	Decent sense of discretion, insightful personal thought, situational awareness and contextual acumen towards the work and dynamic situations surrounding the work	Proper and applicable sense of discretion, insightful personal thought, situational awareness and contextual acumen towards the work and dynamic situations surrounding the work	Excellent and most appropriate sense of discretion, highly insightful personal thought, situational awareness and contextual acumen towards the work and dynamic situations surrounding the work
Deliverable Completeness	Interns finish deliverables without missing anything or leaving work gaps	Plenty of missing gaps or incomplete parts within deliverables	Visible number of missing gaps or incomplete parts within deliverables	Limited number of missing gaps or incomplete parts within deliverables	Very few missing gaps or incomplete parts "missed out" or "forgotten" within deliverables	Absolutely no missing gaps or incomplete parts "missed out" or "forgotten" within deliverables, deliverables were complete and holistic
Deliverable Accuracy	Interns finish deliverables without any working mistakes or issues	Plenty of errors or factual misunderstandings of deliverable outputs	Visible number of errors or factual misunderstandings of deliverable outputs	Limited number of errors or factual misunderstandings of deliverable outputs	Very few errors or factual misunderstandings of deliverable outputs that can be corrected easily	Absolutely no errors or factual misunderstandings of deliverable outputs, work fulfils requirements properly
Deliverable Timeliness	Interns finish deliverables within deadlines	Plenty of missed deadlines and some missed deadlines are very long, needing to be reminded or chased	Visible instances of missed deadlines, some being long, needing to be reminded or chased	Limited number of missed deadlines, with limited need to be reminded or chased	Almost no missed deadlines with very limited need to be reminded or chased	Absolutely no missed deadlines with no need to be reminded or chased, all submissions are timely and within expected deadlines
Content Mastery	Interns demonstrate understanding of internship content	Complete lack of understanding of internship tasks, purpose or work content	Lack of understanding of internship tasks, purpose or work content	Some misunderstandings of internship tasks, purpose or work content, but misunderstandings are limited	Almost no misunderstandings of internship tasks, purpose or work content	Absolutely no misunderstandings of internship tasks, purpose or work content
Example Webinar Score	Interns' example webinars are scored as per normal from 5 to 25 (Rubrics Below)	Example webinar scored 5 - 9 points according to the webinar grading rubrics	Example webinar scored 10 - 12 points according to the webinar grading rubrics	Example webinar scored 13 - 16 points according to the webinar grading rubrics	Example webinar scored 17 - 20 points according to the webinar grading rubrics	Example webinar scored 21 - 25 points according to the webinar grading rubrics

Coaching Webinar Intern Roles & Responsibilities

The practical Coaching Webinar Internship Roles & Responsibilities detailed in this document are on top of the general responsibilities of regular coaches, unless otherwise stated. Note that all responsibilities must be completed at a minimally satisfactory level, as deemed fit by the program management team, for interns to earn their Coaching Webinar Internship certificate and letter of recommendation.

Deliverable 1 - Weekly Webinar SLACK Channel Monitoring

All interns will be put into the SLACK chat groups of all webinar teams to monitor webinar SLACK chats for any issues within teams that may arise. As webinar teams are free to choose not to communicate via SLACK but by other means instead, not all teams may see their SLACK channels have activity. Nonetheless, interns may feel free to alert anyone from the WMT if they detect any collaboration or teamwork issues within any teams throughout the assignment. This is purely for cadence and operational purposes, to ensure that teams are operationally alright.

Deliverable 2 - Grading of Assignments

Operationally, interns are expected to assist with assignment grading-related matters. Each intern will be assigned a certain number of the following items for grading:

- Coaching Webinars
- Individual Coaching Webinar Summaries

The relevant rubrics for each of these assignment components will be made available to the interns for grading purposes as soon as they are ready. Grading sheets will also be shared with the interns to carry out grading. All assigned items should be graded latest by **18 November 2026, Wednesday, 1159PM EST.**

The master grading sheet for both Coaching Webinars and Individual Summaries, alongside their grading rubrics, can be found in the below link:

<https://docs.google.com/spreadsheets/d/1BaElroERQ43FTvDLXOkHYy3OJR16Tm6VXa209W-Q6sw/edit?usp=sharing>

Deliverable 3 - Example Webinar

Given that the internship program carries part of a fast-tracked version of the X-Culture webinar experience, interns will be expected to work well in a team to produce an example webinar and deliver it during the Weekly Saturday Session in Week 8 of the program (10 October 2026, Saturday, 11 AM EST). The topic of the webinar will be on **“The Use Of Artificial Intelligence (AI) in Presentation Development”**.

The webinar is expected to last for about 30 minutes in total:

- Approximately 20 minutes for the LIVE presentation
- Approximately 10 minutes for any Questions and Answers that audience members might have

All interns must have a presenting component and have their cameras turned on when presenting. The webinar assessment criteria are the same as those of the main program’s coaching webinars assignment, as in the following Rubrics below:

<https://docs.google.com/spreadsheets/d/1BaElroERQ43FTvDLXOkHYy3OJR16Tm6VXa209W-Q6sw/edit?usp=sharing>

Interns will have time from the beginning till the session itself to prepare their webinar.

Deliverable 4 - Webinar Transcription and Summary Using AI

Interns will transcribe and summarize 3 separate webinars, and are free to divide the workload as they wish. This deliverable's highlight is about working effectively with AI. While it's theoretically possible to attempt this deliverable manually, it's recommended to do so using AI. This also segways into the next deliverable on AI best-practices in transcription and summary.

Given some upload limitations of free AI such as Google Gemini, interns will receive videos of the 3 webinars piecemeal, at a max of 5 minutes each. Full webinar videos will also be given to the interns, should there be someone on the team who has access to premium AI features.

Transcription output is to be in either of the following document formats:

- Microsoft Word
- Google Docs
- Pages
- PDF

Summary output is to be in either of the following document formats:

- Microsoft Word
- Google Docs
- Pages
- PDF
- PowerPoint
- Keynote

The deadline for this deliverable is **28 Nov 2026, Saturday, 1159PM EST**. Essentially, interns will have almost the entire program's time to complete this deliverable.

Webinars to Transcribe and Summarize

The three webinars to transcribe and summarize are within the OneDrive folder below:

https://smu-my.sharepoint.com/:f/g/personal/martinlayar_2018_business_smu_edu_sg/IgA-FD0wxZWxTq1NOjxTW9M6ATm8pG5d7vzeoipfk4heAZg?e=apgkPe.

1. How Microplastics Are Impacting Global Ecosystems (2026-1 Team 11)
2. The Power Of Networking (2026-1 Team 15)
3. Globalization And Pop Culture (2026-1 Team 16)

The folder contains each webinar as a whole, and continuous snippets of each webinar, in blocks of 5 minutes or less. The blocks of 5 minutes or less are provided in case interns wish to use free transcription software with 5-minute limits. Interns are, however, free to decide which versions to use, as long as they can prepare the main outputs (Transcriptions & Summaries).

Interns may download the webinars to work on this assigned deliverable.

Deliverable 5 - AI Best-Practices in Transcription and Summary

The purpose of this deliverable is to enable the program to retain efficient knowledge on robust methods of transcribing and summarizing webinars or videos. After summary and transcription of all 3 webinars, interns should be able to compile a list of best-practices on how to transcribe and summarize webinars in as little time as possible using AI. The report can be in either of the following document formats:

- Microsoft Word
- Google Docs
- Pages
- PDF
- PowerPoint
- Keynote

The report can be of any length, format and structure; your own creativity will be much appreciated. Importantly, it should capture reasonably sufficient details on how the team successfully transcribed and summarized the webinars. It can include details such as:

- Prompts used to generate transcriptions & summaries
- Iterative prompts used to refine AI output regarding summaries and transcriptions
- Potential setbacks encountered during transcription and summary using AI
- How to overcome potential setbacks encountered during transcription and summary using AI
- Processes, process steps or process maps deployed throughout the transcription and summary
- Screenshots, images, details of AI output and refinements

The report should be immediately usable by any reader as advice to try out their own transcription and summary of any videos. There is no right or wrong answer as this is expansionary research work. The determinant of how successful this

The deadline for this deliverable is **28 Nov 2026, Saturday, 1159PM EST**.

Deliverable 6 - Final Individual Coaching Webinar Internship Report

Nearing the end of the semester, interns will submit an individual internship report, due **5 Dec 2026, Saturday, 1159PM EST**. Interns are free to start on the report at any time during the semester, documenting their experiences and reflections in a structured manner as the semester progresses. The report can be in either of the following document formats:

- Microsoft Word
- Google Docs
- Pages
- PDF

The report can be of any length, format and structure; your own creativity will be much appreciated. Importantly, it should capture reasonably sufficient details on the following:

- Overall summary of deliverables completed
- Some resume pointers about what you've done in XYZ format (Accomplished X as measured by Y by doing Z)
- Key learning points throughout the internship
- How you think you can use the learning points in your current or future careers
- Well-thought-out commentaries on the use of AI in your work (E.g. Best-practices, AI ethics, etc.)
- Other key insights deemed important and meaningful towards this internship experience

This report is strictly pass / fail, and with reasonable amounts of effort, it is passable. Think of this report as a professional portfolio that encapsulates your experiences throughout the internship program which you can take with you. It may even be possible to showcase this report to future employers as "Sample Work".

Regular Progress Check-Ins

For program cadence purposes, progress check-ins will be pre-scheduled throughout various Saturdays of the program. Assuming that there are no attenuating circumstances, interns are expected to be available for these meetings, and be ready to provide progress updates regarding their deliverables to the WMT.

Progress check-in meetings are expected to happen from **930AM EST to 10AM EST on Saturdays** of the program. The progress check-in meetings are to be scheduled on the following dates:

- 29 Aug 2026 (Week 2)
- 12 Sep 2026 (Week 4)
- 26 Sep 2026 (Week 6)
- 31 Oct 2026 (Week 11)

Throughout the program, interns can expect to engage in rigorous communication with the WMT through SLACK and email for program-related purposes.

Please note that progress check-ins are subject to cancellation due to other exigencies, and such cancellations will be made known to all concerned stakeholders at the earliest possible opportunity by the WMT. Should a progress check-in be cancelled, interns can simply provide the WMT an individual update by messaging updates into the SLACK channel.

Interns' own inability to attend these check-in sessions (for whatsoever valid reason) should be communicated to the WMT at least 1 day (24 hours) before the check-in session times. In place of which, interns are expected to provide detailed and structured updates on deliverable progress, on both an individual and team basis. These updates can be provided through email to the WMT or SLACK messages in the Internship SLACK channel with the WMT. An alternative to provide updates is the Coaching Webinar Intern project tracker at the link below:

<https://docs.google.com/spreadsheets/d/1WyVXSmKPrS8ttLn1fN-RPCTkTiNwm1GOxu5EKYyDzG8/edit?usp=sharing>

Optional Deliverable: Internship Webinar YouTube Competition Participation

The WMT hosts a YouTube Competition every semester, where the top 3 highest-scoring webinars which rightly include relevant citations, references and academic integrity elements within their webinars are posted onto Public YouTube space. Competition is based on the number of likes and number of views.

Out of respect for privacy, eligible teams will participate only if **all members** on each webinar team consent to have their webinars posted onto YouTube. Coaches will have been briefed accordingly that participation is completely optional and will have **no consequences whatsoever** on their webinar score or their standing or participation in the X-Culture Coaching Program.

As it is for coaches, so it shall be for interns. Participation is completely optional, and your choices will have **no consequences whatsoever** regarding your internship assessment, standing or participation in the internship program and the coaching program in any way. All interns may feel free to send a SLACK message or email to Martin from the WMT to indicate consent or non-consent, and changes are allowed during the time window. The latest indication of consent or non-consent by **20 November 2026, Friday, 1159PM EST** will be deemed as final.

Successful Coaching Webinar Intern Graduation Requirements

To graduate as a Coaching Webinar Intern and receive your Certificate and Letter of Recommendation, interns must complete every graduation requirement below towards a **minimally satisfactory level** as deemed fit by the X-Culture Coaching Program Director and / or Coaching Webinar Coordinator:

- Attend all announced progress check-ins (maximum 4 in total)
- Complete weekly surveys each and every week
- Complete intern peer evaluation each and every week
- Monitor SLACK channels weekly for teams that appear to experience issues
- Deliver a successful example webinar
- Transcribe and summarize assigned webinar videos
- Document AI transcription and summary best-practices in a report
- Grade all assigned webinars on time
- Grade all assigned individual coaching webinar summaries on time
- Submit an individual coaching webinar internship report

Unless otherwise stated, these internship requirements are separate from regular coaching requirements. More details of roles and responsibilities can be found in the “Coaching Webinars Internship Roles & Responsibilities” section above and the Coaching Webinars Internship Program Timetable section below.

Collaboration Principles Within X-Culture

X-Culture began as an educational project and remains one at the core, preparing people for global careers and effective work across cultures. TAs work directly with students and one another, and the course of their experience is subject towards governance under X-Culture's principles below.

- **Act in Good Faith:** We give credit where earned and keep peer evaluations honest; free-riding will not be tolerated
- **Uphold Student Welfare and Confidentiality:** Peer evaluations and case information are strictly confidential, handled under the program's data and ethics guidelines, and used only to support students and professors
- **Escalate Serious Issues:** Serious issues include any signs of bullying, harassment of any nature, or serious conflicts, which should be escalated to the Program Director immediately, instead of as a routine case
- **Build in Mentorship:** More experienced team members are to support and guide less experienced team members, and communication is to be carried out respectfully and educationally
- **Settle Conflicts in Good Faith:** Where disagreements cannot be resolved towards everyone's satisfaction, the X-Culture Coaching Program Team, represented by the Program Director in consultation with the team, holds the final authority to determine outcomes
- **Work With You, Not For You:** X-Culture prides itself on partnership-based relationships, not service-based relationships

Voluntary participation in the Coaching Webinars Internship Program constitutes unconditional and full agreement towards these principles.

Coaching Webinars Internship Program Timetable

The coaching webinars internship runs simultaneously with the regular coaching program.

A week begins on a Saturday, 11AM EST, at the start of the Weekly Saturday Session, and ends at 11AM EST, just before the next Weekly Saturday Session. Below is a timetable detailing the TA Program details.

Week	Dates	Tasks, Deliverables & Deadlines
1	22 Aug - 29 Aug	- Welcome Aboard & Internship Program Brief - 22 Aug (Sat) at 930 AM EST - Example Webinar Preparation - Transcription of Webinars - Summary of Webinars - Transcription & Summary Best-Practice Report Preparation - Individual Coaching Webinars Internship Report
2	29 Aug - 5 Sep	- Example Webinar Preparation - Transcription of Webinars - Summary of Webinars - Transcription & Summary Best-Practice Report Preparation - Individual Coaching Webinars Internship Report - Progress Check-In - 29 Aug (Sat) at 930 AM EST
3	5 Sep - 12 Sep	- Example Webinar Preparation - Transcription of Webinars - Summary of Webinars - Transcription & Summary Best-Practice Report Preparation - Individual Coaching Webinars Internship Report

Week	Dates	Tasks, Deliverables & Deadlines
4	12 Sep - 19 Sep	- Example Webinar Preparation - Transcription of Webinars - Summary of Webinars - Transcription & Summary Best-Practice Report Preparation - Individual Coaching Webinars Internship Report - Progress Check-In - 12 Sep (Sat) at 930 AM EST
5	19 Sep - 26 Sep	- Example Webinar Preparation - Transcription of Webinars - Summary of Webinars - Transcription & Summary Best-Practice Report Preparation - Individual Coaching Webinars Internship Report - Monitoring of Coaches' Webinar SLACK Channels
6	26 Sep - 3 Oct	- Example Webinar Preparation - Transcription of Webinars - Summary of Webinars - Transcription & Summary Best-Practice Report Preparation - Monitoring of Coaches' Webinar SLACK Channels - Individual Coaching Webinars Internship Report - Progress Check-In - 26 Sep (Sat) at 930 AM EST
7	3 Oct - 10 Oct	- Example Webinar Preparation - Transcription of Webinars - Summary of Webinars - Transcription & Summary Best-Practice Report Preparation - Individual Coaching Webinars Internship Report - Monitoring of Coaches' Webinar SLACK Channels

Week	Dates	Tasks, Deliverables & Deadlines
8	10 Oct - 17 Oct	- Example Webinar Delivery - 10 Oct (Sat) During Main Session - Transcription of Webinars - Summary of Webinars - Transcription & Summary Best-Practice Report Preparation - Individual Coaching Webinars Internship Report - Monitoring of Coaches' Webinar SLACK Channels
9	17 Oct - 24 Oct	- Transcription of Webinars - Summary of Webinars - Transcription & Summary Best-Practice Report Preparation - Individual Coaching Webinars Internship Report - Monitoring of Coaches' Webinar SLACK Channels
10	24 Oct - 31 Oct	- Transcription of Webinars - Summary of Webinars - Transcription & Summary Best-Practice Report Preparation - Individual Coaching Webinars Internship Report - Monitoring of Coaches' Webinar SLACK Channels
11	31 Oct - 7 Nov	- Transcription of Webinars - Summary of Webinars - Transcription & Summary Best-Practice Report Preparation - Individual Coaching Webinars Internship Report - Monitoring of Coaches' Webinar SLACK Channels - Progress Check-In - 31 Oct (Sat) at 930 AM EST

Week	Dates	Tasks, Deliverables & Deadlines
12	7 Nov - 14 Nov	- Transcription of Webinars - Summary of Webinars - Transcription & Summary Best-Practice Report Preparation - Individual Coaching Webinars Internship Report - Monitoring of Coaches' Webinar SLACK Channels - Grading of Assigned Coaching Webinars - Grading of Assigned Individual Coaching Webinar Summaries
13	14 Nov - 21 Nov	- Transcription of Webinars - Summary of Webinars - Transcription & Summary Best-Practice Report Preparation - Individual Coaching Webinars Internship Report - Grading of Assigned Coaching Webinars - Deadline 18 Nov (Wed) - Grading of Assigned Individual Coaching Webinar Summaries - Deadline 18 Nov (Wed) - YouTube Competition Consent / Non-Consent Provision - Deadline 20 Nov (Wed)
14	21 Nov - 28 Nov	- Transcription of Webinars - Deadline 28 Nov (Sat) - Summary of Webinars - Deadline 28 Nov (Sat) - Individual Coaching Webinars Internship Report - Transcription & Summary Best-Practice Report Preparation - Deadline 28 Nov (Sat)
15	28 Nov - 5 Dec	- Individual Coaching Webinars Internship Report - Deadline 5 Dec (Sat)
16	5 Dec - 12 Dec	- Break Time - Enjoy Your Week Before Graduation!
17	12 Dec - 19 Dec	Congratulations on completing the Coaching Webinars Internship Program! Enjoy the graduation during the main session at 11 AM EST!

Note: All deadlines are at 1159PM EST on the day highlighted, unless otherwise stated

Questions and Contacts

Should there be any questions, concerns or queries about Coaching Webinar Internships, please feel free to email or SLACK any of the following personnel from the program management team.

WMT Member	Designation	Country	Email Address
Martin Layar (黎玮)	Coaching Webinars Overall Coordinator	Singapore	martinlayar.2018@business.smu.edu.sg OR literatimoo@gmail.com
Brandon Michael Scott	Coaching Webinars Coordinator	USA	bgame256@gmail.com
Ania Ng	Coaching Webinars Support & Academy Webinar Coordinator	Philippines	jacindaaniang@gmail.com
Gloria Kukua Amuzu	Coaching Webinars Support	Ghana	gloriakukuaamuzu@gmail.com
Dhruv Pratap Singh	Coaching Program Director	France	dhruv-pratap.singh@neoma-bs.fr

Key Resources

Resource	URL
Coaching Webinars Internship Handbook (This Document Itself)	https://docs.google.com/document/d/1ibi5B7JOdvhOfbca_FSck6IrwZBNM5r2UJ7ikjMpAV8/edit?usp=sharing
Grading Sheet & Rubrics for both the below: - Coaching Webinars Assignment - Individual Coaching Webinar Summary	https://docs.google.com/spreadsheets/d/1BaElroERQ43FTvDLXOkHYy3OJR16Tm6VXa209W-Q6sw/edit?usp=sharing
Webinars to Transcribe and Summarize	https://smu-my.sharepoint.com/:f:/g/personal/martinlayar_2018_business_smu_edu_sg/IgA-FD0wxZWxTq1NOjxTW9M6ATm8pG5d7vzeoipfk4heAZg?e=apgkPe