Introduction to CGCC Consulting Engagement Division (CED)

March 23, 2016
CED is a practicum division of CGCC, leveraging past experience of senior members and alumni to start your success.

**Regular Events**
- “How to get into consulting” Talk Series
- Case Discussion Bootcamp
- Resume/Cover Letter Workshop

**Summer Events**
- Cornell-NYU Case Competition
- Consulting Engagement Division

---

Cornell Graduate Consulting Club (CGCC)
CED is a student-led, non-MBA graduate student pro bono consulting team servicing local clients with their most pressing needs

<table>
<thead>
<tr>
<th>Exceptional Intellect &amp; Business Acumen</th>
<th>External Support from Industry &amp; Academic Experts</th>
<th>Contribution to Local Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Selection based:</td>
<td>• Supported by a group of experts and consultants from various industries</td>
<td>• We contribute to sustainable development of Cornell and Ithaca communities</td>
</tr>
<tr>
<td>- academic performance</td>
<td>• Ensure quality of deliverables</td>
<td>• Interested in using CED as a platform to give back to the community</td>
</tr>
<tr>
<td>- industry experience</td>
<td>• Provide expertise in various industries</td>
<td>- helping development of local businesses and non-profits</td>
</tr>
<tr>
<td>- passion to achieve significant client impact</td>
<td>• Responsible for training</td>
<td></td>
</tr>
<tr>
<td>• Excellent communication and teamwork skills</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Ability to leverage previous experiences to solve clients’ most challenging problems</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Solve Business Problems

Develop Business Leaders

Serve Local Organizations
A non-profit news publication is struggling with how to expand beyond its local community...

**Situation**
- Experience and expertise delivering educational, timely, and ethical “hyperlocal” news free-of-charge online
- Current focus is on the Ithaca area, but looking to expand to other communities in the Finger Lakes
- Source of funding is from startup grants and local advertisers

**Complication**
- Upholding “hyperlocal” mission while expanding beyond Ithaca region
- Risk losing brand/identity as alternative to large media conglomerates

What is the governing question of the client’s business problem? What research is required and what is your recommendation?
CED will bring in a diverse set of complex client issues, such as…

A local food products company needs assistance applying for a large state grant to fund expansion...

**Situation**
- Manufacture and sell fresh hummus
- Presence in a number of local grocery stores and markets
- Interested in applying for grant from the Upstate Revitalization Fund for expansion

**Complication**
- Unfamiliar with grant application process
- Insufficient human capital to develop thorough application

What is the governing question of the client’s business problem? What research is required and what is your recommendation?
CED will mentor you to develop strategic recommendations for clients and prepare you for your job search in the coming Fall semester

### Personal Development

- **Problem-solving skills**
  - Breaking complex problems into discrete work streams
  - MECE approach to structuring analysis

- **Client-facing skills**
  - Managing a client relationship over an extended period of time
  - Delivering news the client may not want to hear

- **Core management skills**
  - Project management
  - Peer management

### Career Advancement

- **Consulting experience**
  - Story to tell during recruiting

- **Understand new industries and business models**
  - Marketing strategies
  - Strategic positioning
  - Market sizing
  - Competitive benchmarking
  - Financial modeling

- **Exposure to growing businesses**
  - Relevant for aspiring entrepreneurs
Summer engagement will between May to August including recruiting, training, working, and delivering

<table>
<thead>
<tr>
<th>Recruiting</th>
<th>Staffing</th>
<th>Development</th>
<th>Execution</th>
<th>Delivering</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>April</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Resume submission</td>
<td>- Informal interview</td>
<td>- Finalize client list</td>
<td>- Director creates initial scope of work</td>
<td></td>
</tr>
<tr>
<td><strong>Early May</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Onboard consultants on projects</td>
<td>- Basic consulting training modules</td>
<td>- Create work stream</td>
<td>- Agree on milestones with client</td>
<td>- Finalize project scope and deliverables</td>
</tr>
<tr>
<td><strong>Late May</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Client interaction</td>
<td>- Data collection and analysis</td>
<td>- First and secondary research</td>
<td>- Critical thinking</td>
<td>- Interim deliverables if required</td>
</tr>
<tr>
<td><strong>June – August</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Review final deliverable with your director</td>
<td>- Final on-site presentation to client</td>
<td>- Final on-site presentation to client</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>August</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Cornell Graduate Consulting Club (CGCC)
Key Dates

- Client Selection Announcement: April 3
- Student Application Deadline: April 17
- Student Interviews: April 18 – April 24
- Student Selection: April 24
- Team Forming Exercise and Networking: April 25
- Staffing Decisions: May 1
- Education Modules: Late May (after Final Exams)

Deadline: April 17, 2016
Online Form: [http://bit.ly/1FTwu4m](http://bit.ly/1FTwu4m)
Application: 1-page resume and cover letter
Send resume and cover letter to: cgcc.consulting.engagement@gmail.com
Email Subject line: 2016 Consultant Application