

1-Day Consulting Workshop

Consulting Club at MIT

June 27, 2014
MIT, Lecture Hall 4-270

This Summer, CCM kicks off its Volunteer Consulting Group Program by a 1-day workshop aimed at introducing essential consulting activities. Main sessions are open to MIT community and anyone interested in consulting.

Program

- 9:45 - 10:45am: Roland Berger**
Case studies: presentation of consulting engagements
- 11am - 12pm: L.E.K.**
Planning and working in team during an engagement: market research, interviewing, group focus, ...
- 1:30 - 2:30pm: McKinsey**
Delivering to the client: story-telling, slide-deck, ...

Session Details

Topic 1 aims at showcasing some problems and solutions that professional consultants have been exposed to, in practical details. The invited company will select a couple of past projects and present the context, the challenges, what the consulting team had to do during the engagement, the outcomes.

Topic 2 will overview teamwork activities that an engagement might entail, such as primary/secondary market research, interviewing, brainstorming session, group focus.

Topic 3 will prepare participants to interact with the client. Forming a compelling story with a business focus, structuring a slide deck, pitching ideas to CEOs and executive managers.



For additional info visit CCM website
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