Tonight we will address four questions

**What do management consultants do?**

**What would I do as an management consultant?**

**Why should I choose management consulting?**

**How do I apply?**
There are four primary types of consulting companies:

1. Pure Strategists
   - BAIN & COMPANY
   - Deloitte
   - McKinsey & Company
   - BCG

2. Functional Specialists
   - At Kearney
   - Hewitt

3. IT Specialists
   - Accenture
   - IBM

4. Accounting Firms
   - PriceWaterhouseCoopers
   - Deloitte

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Management consulting helps make companies more valuable
By helping CEOs address their most important questions

- What 3G internet services should we offer through our mobile phones?
- How much should we invest in alternative energy sources?
- Which customers should we be targeting?
- How do we drive sustained growth in a downturn?
- What is the impact of the credit crunch on my business?
- How can we move from just selling clothes into selling other luxury goods?
Example projects

<table>
<thead>
<tr>
<th>Company</th>
<th>Description</th>
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</table>
| Cruise Co.             | • Identify most profitable itineraries and markets  
                         | • Map out expected supply in key markets  
                         | • Create 2011 market and itinerary plan                                                                 |
| Packaging Co.          | • Prepare for key contract negotiations  
                         | • Calculate true “profitability” for major products  
                         | • Contingency planning for severe economic recession                                                                 |
| Retail Co.             | • Segment customer base and create value proposition for each major segment  
                         | • Incorporate learnings into sales training materials  
                         | • Design product packages to market to each segment                                                                                                                                 |
| Vector screen - PE firm| • Evaluate urgent care center market as a potential investment opportunity  
                         | • Determine profitability levers of individual centers and potential sources of a value for roll-up opportunities |
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A year in review for a new analyst

**Case experience**
- Auto-Parts I, Co. Comm’l growth strategy
- Auto-Parts II, Co. Comm’l pricing strategy

**Formal training**
- Atlanta
- Cape Cod
- Experience Share

**Office events**
- Fall Service day
- Holiday party
- Summer Offsite
- Braves game
- Case team bowling

**“Extra 10%”**
- AC rafting trip

**LATBA - LAA**
- Recruiting
- AC training
- Impact Atlanta: Fundraising strategy for local NP
- ACI colleague

**Class Captain Program**
- Pre-ACT trainer
A ‘typical’ week as a first year analyst

**Crack the problem**

- **Mon 09:00**
  - Strategy brainstorm working session with client
- **11:30**
  - Workplan for week
  - Brainstorm data requirements for financial model
- **2:00**
  - Create slides summarizing client’s historical growth

**Meet with the client**

- **Tue 08:30**
  - Create simple financial model
- **9:00**
  - Discuss ppt presentation draft with team
- **11:30**
  - Meet with CFO
  - Customer interviews
  - Meeting with Sales
- **4:45**
  - Case team meeting

**Discuss with the team**

- **Wed 09:00**
  - Progress chat with manager
- **11:30**
  - Working session with client
  - Feedback on financial model
- **4:45**
  - Scenario analyses
- **Thu 08:30**
  - Create scenario analysis output and present to consultant
  - Read existing client documents; synthesize findings
- **11:30**
  - Client meeting
  - Create factbase for next piece of strategy case
- **2:00**
  - VP client call
- **Fri 08:30**
  - Discuss next steps with consultant
  - PD chat
  - Weekly answer brainstorm with team
- **11:30**
  - Client meeting
  - Revise scenario analysis output
  - Impact ATL PR call
- **4:45**
  - Client meeting
  - Fantasy football draft
- **2:00**
  - Case team meeting
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You will be exposed to a diverse set of business experiences

<table>
<thead>
<tr>
<th>Corporate &amp; Growth Strategy</th>
<th>Customer Strategy/Mkting</th>
<th>Performance Improvement</th>
<th>Information Technology</th>
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</thead>
<tbody>
<tr>
<td>Mergers &amp; Acquisitions</td>
<td>Organization &amp; Change Mgm’t</td>
<td>Supply Chain Management</td>
<td>Corporate Renewal</td>
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<td>Private Equity</td>
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<td>Industrial/Energy</td>
<td>Global 500</td>
<td>Middle Market</td>
<td>Small Co’s</td>
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<td>Private Equity</td>
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</tbody>
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You will be supported by the firm
The long term career path is designed for continuous learning and development.

- Transfers Externships
- Sponsorship available
- Business School
- Direct Promotion
- AC ~2 years
- Senior AC ~1 year
- Consultant ~3-4 years
- Manager 4-5 years
- Partner

Experience vs. Time
Consulting gives you a wide range of options, allowing you to design your own career path.

- Transfer
- Externship
- Graduate School
- Job Opportunities
Life after management consulting – (Bain 2009)

Percent of departing Associate Consultants*

*Based on Atlanta office data

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There are phenomenal career options after consulting

Global 1,000

Small size and start-ups

Middle market

Private Equity

Gov’t/Nonprofit

Remaining 11% = Consulting
Strategy consulting is different from investment banking

**Investment banking**
- Finance oriented
- Generally focused on one practice area (M&A, High Yield, etc.)
- Frequently industry-focused
- Face time and very long hours with little control
- ~10 major firms plus numerous smaller firms

**Strategy consulting**
- CEO strategic perspective
- Generally cross-functional (Strategy, Marketing, Finance, Operations, etc.)
- Case experience across industries
- Getting the job done, managing your own time
- 3-5 major strategy firms, some smaller companies
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Recruiting logistics for most consulting firms

Resume deadlines: LATE SEPT-EARLY OCT, full-time; EARLY JAN, internships

- Submit cover letter (with office preferences), resume with GPA & SAT scores, and unofficial transcript through BOTH the Career Center and company websites

- Check consulting firm websites for specific deadlines

- Make resume bullets succinct and action oriented
  - For UF leadership, fully explain what organization does, why it is relevant, and what business skills you developed

- In cover letter, explain why you went to Florida and why you want to go into consulting
  - Cover letters are particularly important for firms that don’t come to UF

- Make personal contact with recruiting coordinators so you are not another “resume in the stack”
  - Ask for advice on the process, especially from a non-core school

- Interviews are case studies and require significant preparation
QUESTIONS AND ANSWERS
About the Warrington Young Alumni Council

The Warrington Young Alumni Council was founded to (i) inform and expose Warrington undergraduates to the full spectrum of careers available to top students every year (ii) promote the virtues of the Warrington College of Business to leading companies around the world and (iii) facilitate the transfer of knowledge and professional experience from Warrington young alumni back to the students, faculty and administration at the College.

- The Warrington Young Alumni Council is comprised of young professionals that graduated from the College within the last ten years who, in their professional capacity, span an array of careers, industries and geographies
  - The Warrington Young Alumni Council is committed to helping undergraduates expand their professional opportunity sets by exposing them to a wide breadth of careers and opportunities

- Through on-campus presentations and panel discussions as well as its online website, the Warrington Young Alumni Council intends to promote the sharing of knowledge, resources and personal experiences with the students, faculty and administration at Warrington
  - The Council’s website contains a variety of useful links, reference materials and other resources to help undergraduates assess their career options and make informed decisions about what they would like to pursue professionally

- The members of the Council firmly believe that Warrington undergraduates are capable of being professionally successful at the highest levels of business and should be given every opportunity possible to achieve their professional goals directly out of school