

Consulting 101

What's Included

**The
Consultant**

Preparation

**The
Case**

Resources

*This is a high level overview guide. It is not exhaustive.
Schedule an appointment at the Career Center if you'd like a deeper dive!*

A Consultant Is:

- A leader and professional
- A problem solver
- An impeccable communicator and collaborator
- Skilled in quantitative **and** qualitative data
- An expert in asking intentional questions
- Comfortable in a fast paced, quickly changing environment
- A leader who loves intellectual challenge

*The most popular consulting branches are management and investment banking (IB)

***There are hundreds of types of consulting positions.*

Check out: <https://www.thebalancecareers.com/consulting-job-titles-2061520> for details!

Recruiters for Consulting and IB (Investment Banking) Will Look For:



- Students who hold the highest standard of professional behavior
- Students who can self-manage and self-develop
- Students who can work cross-functionally from peers to managers to SVPs to CEOs



Not sure where to start?

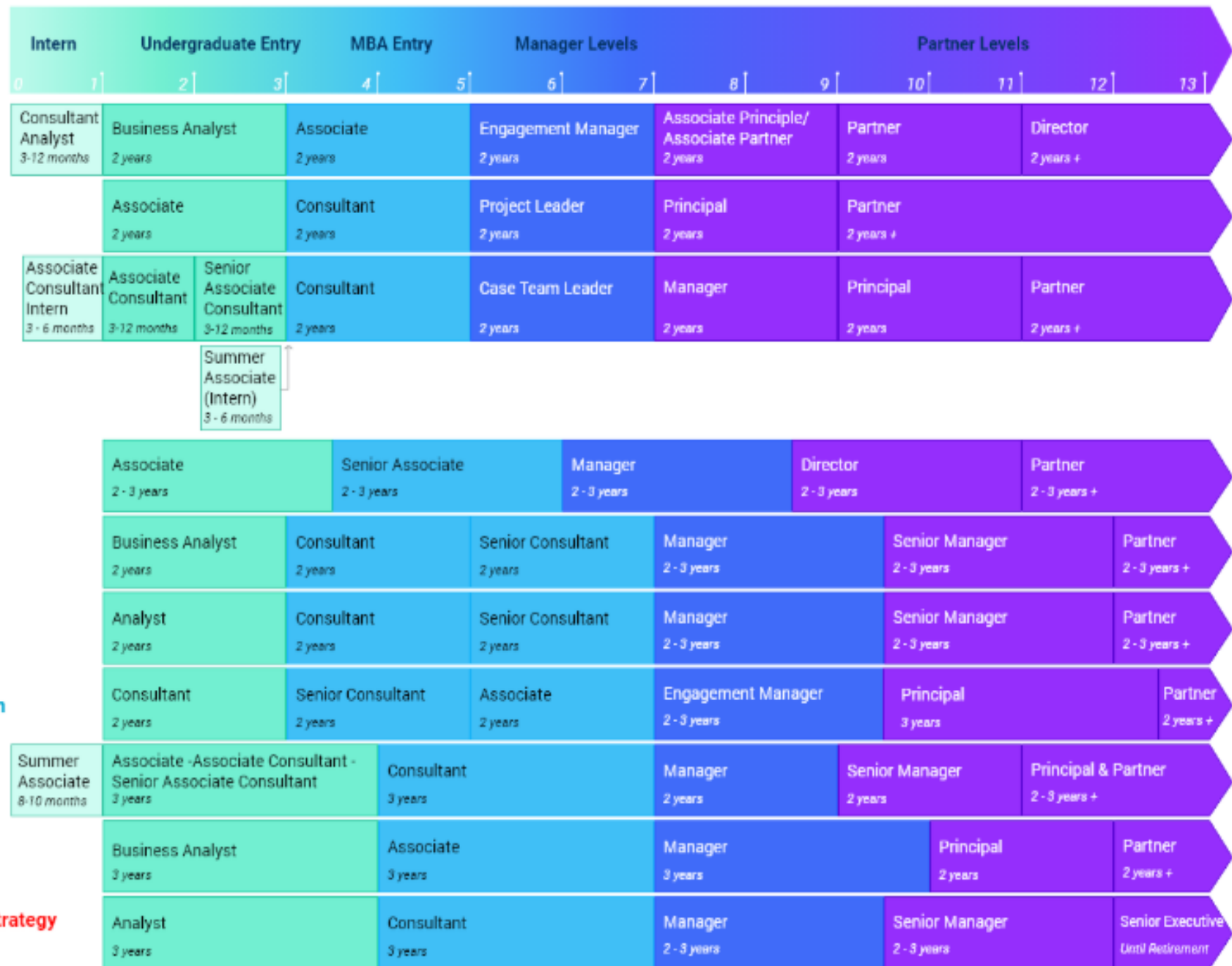
The following table will give you a better idea of entering the world of consulting pre and post-graduation.

This visual represents the top 10 firms of 2019.



Reminder: there are thousands of consulting firms.

The following chart is a sample.



The Preparation



Personal Leadership Is:

- The top recruited skill predicted for 2019-2022
- The first step toward professional success
- Self-awareness
- Resilience
- Integrity



Vision

WHERE DO YOU SEE YOURSELF IN 5 YEARS?

A magnifying glass with a black handle is positioned over a road that stretches into the distance. The road has two yellow lines down the center. The sun is low on the horizon, creating a bright, golden glow that fills the sky and reflects on the road. The background is slightly blurred, emphasizing the road and the sun.

This is one of the most common recruiting questions. Be prepared!

Recruiters will look for you to exhibit an ability to visualize and articulate a future.

Vision is a vital component of successful leadership in any consulting organization.

Networking

What It Is



Connection



Mutual



Continual

***The most successful people view networking as an opportunity to connect with others, sharing useful information and resources.**

**Remember: networking is constant and happens everywhere,
not just at events!**



COLORADO COLLEGE NETWORKING TOOLS

Building your connections will provide you with an invaluable opportunity to best prepare for your career goals.

Check out the **links below** to find alumni who want to support you. Don't forget to make an appointment to see us at the Career Center, too!

TigerLink for alumni-student connections: www.cctigerlink.com

Handshake for career coaching appointments and job searches: www.coloradocollege.joinhandshake.com

For external and internal connection: www.linkedin.com

***FYI:** there are thousands of other networking and job search tools. See us at the Career Center and we'll support your journey!*

Cover Letter + Resume



Cover Letter Basics for Competitive Business

Your cover letter for competitive business should:

- Be no more than 1 page
- Address a specific individual if possible
- Be original, targeted and interesting
- Show that you have researched the company
- Check out this Linkedin article from Bain:

https://www.slideshare.net/ConsultingFact/bain-cover-letter-sample?next_slideshow=1

FYI: the career center can help you workshop this!

The Consultant Resume

An IB and/or consulting resume should utilize consulting terms.

It should be written with quantitative and qualitative language and be one page maximum.

In order to nail it, you should

- (1) be concise and professional with your language**
- (2) understand the management/IB consulting industry**
- (3) have someone in the Career Center or industry give you feedback**

A Few Examples of Consulting Lingo to Include From: www.mconsultingprep.com

Deliverables	End products of consulting projects	Our deliverables for this workstream include the master strategy and detailed implementation plan for the cement segment in the next 10 years.
End-to-end	Comprehensive; complete	The supervisors should manage and construct projects in an end-to-end manner.
Footprint	Significant and powerful presence in something	The firm has expanded its footprint in the real estate and social infrastructure construction in synergy with the urban development business.
Function	E.g: HR, Finance, Operation, Strategy, etc.	IT systems are vulnerable while HR and Finance functions also show gaps.
In line	About the same	This steel plant performance is in line with market average but room for improvement exists.

For a comprehensive list: <https://mconsultingprep.com/consulting-content-terminology/>

McKinsey resume sample structure

Mary Taylor

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EDUCATION

MEng Chemical engineering, Prestigious University (UK) Sept 2010 - Jun 2014

Undergraduate course covering subjects such as Chemistry, Thermodynamics and Statistics.

- Graduated with 1st Class honours.
- Received two competitive scholarships and awards:
 - Distinguished achievement undergraduate award (10 awards for ~1,000 students).
 - Chemical engineering department scholarship (5 scholarships for 120 applicants).
- Dissertation: Comparative economic analysis of different electric car batteries.

WORK EXPERIENCE

Investment Associate at Big Finance, New York (US) Sept 2014 - Present

Big Finance is a world-leading investment bank with headquarters in New York.

- Advised senior clients who regularly asked to work with me again on a range of topics including mergers and acquisitions, stocks and bonds as well as other financial opportunities.
- Developed an M&A model for different acquisition scenarios of a Clothing retailer. My model led to a 10% decrease in the price paid by our client for the target company.
- Lead a team of 2 analysts on the acquisition of a \$120m Asian beer company by one of our North American clients.

Strategy Intern at Big Grocery Retailer, London (UK) Jul 2013 - Aug 2013

Big Grocery Retailer is the largest grocery retailer in the UK by revenue and number of stores.

- Contributed to reviewing the firm's supplier negotiation which led to a 3% decrease in cost of goods in the first year of implementation and a further 1% the following year.
- Presented new strategic approach to 100 senior buyers in charge of negotiating with suppliers.
- Analysed 5 years of purchasing data to shape new strategy adopted by the retailer.

EXTRA-CURRICULAR ACHIEVEMENTS

President of Prestigious University Consulting Club Aug 2013 - Jun 2014

The consulting club's main aim is to help students to get a job in consulting.

- Lead a team of 5 students running the club for over close to a year.
- Grew the number of members by 20% from 100 to 120 and signed a corporate sponsorship.
- Organised 6 events throughout the course of the year gathering a combined 300+ attendees.

Founder of Literacy project at London Homeless Shelter Nov 2013 - Present

The project aimed to improve literacy amongst the members of the London Homeless Shelter.

- Created a team of 5 volunteers and lead them from idea to implementation.
- Generated donations of £10,000 worth of books by partnering with 15 different shelters.
- Supported 30+ members of homeless population in improving their literacy.

ADDITIONAL SKILLS

IT: Proficient in Excel, Power Point and Word. Working knowledge of SQL and Python.

Languages: English (native), Spanish (fluent), Chinese (basic)

#1 - Personal information

#2 - Education

#3 - Work experience

#4 - Extra-curricular achievements

#5 - Additional skills

THE CASE



What IS a Case Interview?

- A 30-90 minute interactive job interview
- An analytic case study of a business problem
- There are many different types of business cases – click here for an informational video made by a former McKinsey consultant: <https://mconsultingprep.com/case-interview/>

Frameworks + Tips

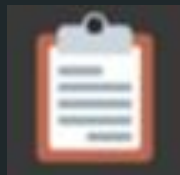
MOST POPULAR FRAMEWORKS

- Profitability
- McKinsey M&A (Merger and Acquisition)
- Porter's 5 Forces (Market Entry)



Avoid These Mistakes:

- Panic
- No personality
- Forcing a framework
- Ignoring interviewer's input



- Ability to think analytically and strategically
- Ask appropriate questions
- Make client friendly pitches
- The "right answer" is less important



- Don't neglect the FIT interview prep
- Interviewers will focus on behavioral questions
- Due diligence in your firm research

Case Prep at CC

- **The Career Center will host blockly Case Interview Prep workshops**
- **We will learn Market Sizing, Profitability and Merger and Acquisition Frameworks**
- **We will also review FIT interview questions, resume and cover letter best practices**
- **It is recommended that you attend all workshops to ensure you build well rounded confidence**
- **Any student is welcome to join and develop these strategic problem solving skills!**

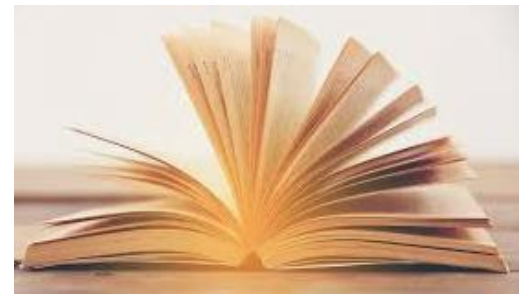
Look for workshop dates in Handshake as well as the Business and Economics weekly newsletter.



Resources

Essential Reading

- **Harvard Business Review**
- **Wall Street Journal**
- **The Economist**
- **The McKinsey Quarterly**





EXPLORE, DEVELOP + CONNECT

- The Career Center can support and coach you through each phase of your professional development journey.
- Make an appointment here:
www.coloradocollege.joinhandshake.com