January 9, 2015
MIT, Lecture Hall 32-155

For IAP 2015, CCM kick starts 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: L.E.K.
Case studies: presentation of consulting engagements

11am – 12pm: BCG
Planning and working in team during an engagement: task delegation, market research, interviewing, …

2 – 3pm: Booz Allen Hamilton
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 planning and task delegation, 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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