

MCA Kick-Off

What being a member means for you.



Who is on the MCA Executive Team?



Alex Fitzgerald, President

School: Management & Organizational Studies,
Western University

Work: BMO Nesbitt Burns - Consulting & Biz Dev.
PriceMetrix - Operations Management

Summer: **ATKearney**



Jon Weir, VP External Relations

School: Aerospace Engineering, Carleton University

Work: Honda - Consulting, Engineering, Product
Planning

Summer: **Monitor Deloitte.**

Who is on the MCA Executive Team?



Mike McVety, VP Internal Relations

School: Engineering Physics, Queens University

Work: Thales - Engineering, Project Management

Summer: **ATKearney**



Steven Zhao, VP Events

School: Mechanical Engineering, University of Toronto

Work: Shoppers Drug Mart - Industrial Engineering

Summer: **accenture**

Who is on the MCA Executive Team?



Tariq Nanji, VP Recruitment

School: Masters of Electrical Engineering, University of Waterloo

Work: Blackberry - Product Development

Summer:

BCG

THE BOSTON CONSULTING GROUP



Dimitrije Jankovic, Director of Part Time Program

School: Computer Science, Belgrade University

Work: Independent IT Consultancy – Consulting, Product Management, Application Architecture

Summer: N/A

Who is on the MCA Executive Team?



Carly Steinberg, Director of Industry Education

School: Commerce, McGill University

Work: Want Boutique - Operations Manager

Summer:

The logo for McKinsey & Company, featuring the company name in white serif font on a dark blue rectangular background.



Jessica Portelance, Director of Public Relations

School: Commerce, University of Ottawa

Work: PKF Consulting – Consultant

Summer:

The logo for IMPACT Consulting Group, featuring the word "IMPACT" in large, bold, blue capital letters, with "CONSULTING GROUP" in smaller, bold, blue capital letters below it.

Who is on the MCA Executive Team?



Caitlin Heywood, Director of Interview Preparation

School: Commerce, McGill University

Work: Rogers Media – Marketing, Sales

Summer:



Shelly-Ann Rampersad, Director of Case Comps

School: Kinesiology, University of Waterloo

Work: Baycrest Hospital – Healthcare Research

Summer:



Who is on the MCA Executive Team?



Rachel Steger, Director of Interview Preparation

School: Biochemistry, Queens University

Work: Sick Kids – Clinical Trials, Research

Summer:



What does the MCA do?

Our Mission is twofold:

1. To equip members with the **knowledge, skills** and **relationships** to successfully launch a career in consulting or strategy
2. To develop and strengthen Rotman's relationships with consulting firms and internal strategy groups in industry

How is this executed?

MCA hosts events that help you...

Learn

Educate students about professions in the fields of internal strategy and management consulting

Prepare

Extensive training for consulting and strategy applications and interviews

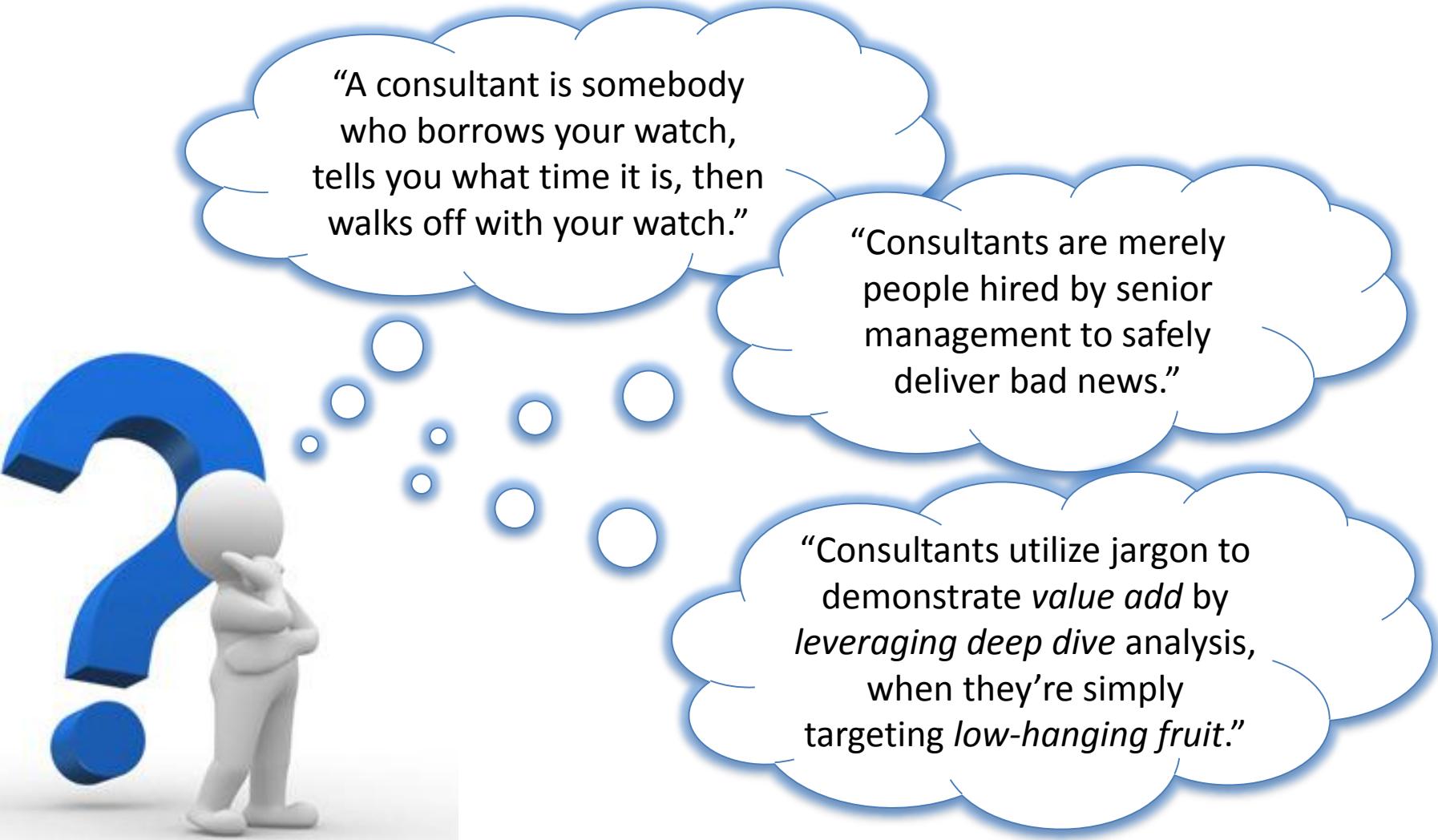
Network

Provide opportunities for students to meet and learn from professionals working in these fields

So what does 'Learn' really mean?

Learn	Educate students about professions in the fields of internal strategy and management consulting
Prepare	Extensive training for consulting and strategy applications and interviews
Network	Provide opportunities for students to meet and learn from professionals working in these fields

Learn: What is consulting?



“A consultant is somebody who borrows your watch, tells you what time it is, then walks off with your watch.”

“Consultants are merely people hired by senior management to safely deliver bad news.”

“Consultants utilize jargon to demonstrate *value add* by *leveraging deep dive* analysis, when they’re simply targeting *low-hanging fruit*.”

The truth about consulting

They accelerate information gathering.

They are able to support rigorous analysis.

They are experts in a specific field, or are backed by experts within their firm.

They typically help companies:

- Set strategic direction
- Reduce costs
- Improve efficiency
- Accelerate growth
- Support organisational change



Other questions we will address include:

- ? What do management consultants do?
- ? What's the difference between management/technology/strategy consulting?
- ? How long does it take to make partner?
- ? What is this up-or-out policy and what exit options are there?
- ? What is the consulting lifestyle like?
- ? How do the major firms differ in work and culture?



Consulting 101 & 201

Lunch N Learns

Bain Super Saturday

Events within 'Learn' include:

Lunch N Learn series featuring Rotman alumni



SATOV



Management
Consulting

Monitor **Deloitte.**

Interview Tips



Internal
Strategy

Inside scoop

@ Bain Super Saturday



- Understand Bain through a fun presentation!
- Ask all your questions!
- Get to meet and interact with Bainies in a casual setting



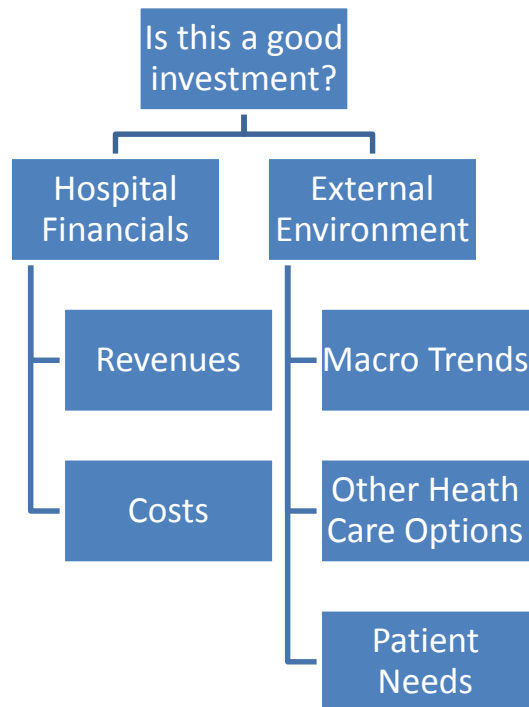
BAIN & COMPANY

So what does 'Prepare' really mean?

Learn	Educate students about professions in the fields of internal strategy and management consulting
Prepare	Extensive training for consulting and strategy applications and interviews
Network	Provide opportunities for students to meet and learn from professionals working in these fields

Prepare: What is a case interview?

Your client is a Private Equity firm thinking of acquiring a hospital in the Greater Chicago area. They came to you to understand whether this investment is right for them. What would you recommend?



- ☑ Structure the problem
- ☑ Develop hypotheses
- ☑ Analyse the data
- ☑ Make a recommendation

Lots of resources to get you ready

Comprehensive Case Interview Training



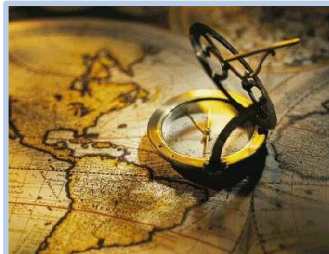
- CC & MCA present Case Interview training with Promeo
- Additionally, MCA will run 3 training sessions and 2 practice sessions
- Be ready for the case interview round robin in December!

Writing effective resume and cover letters



- Work with your coach to craft your story
- We will offer consulting specific tips in advance of recruiting

Navigating the application process



- We've been through it and will share our experiences
- Reach out to us if you have any more questions
- Additional support available for students selected for interviews & internships

Full case book to be provided to members

Sign up by **September 22nd**
to receive a
free hardcopy case book!

Benefits:

- Top cases from actual firm interviews
- Checklist to organize case interview preparation
- Binder to organize all additional preparation + electronic versions to the case book and 100s more cases



The Case List

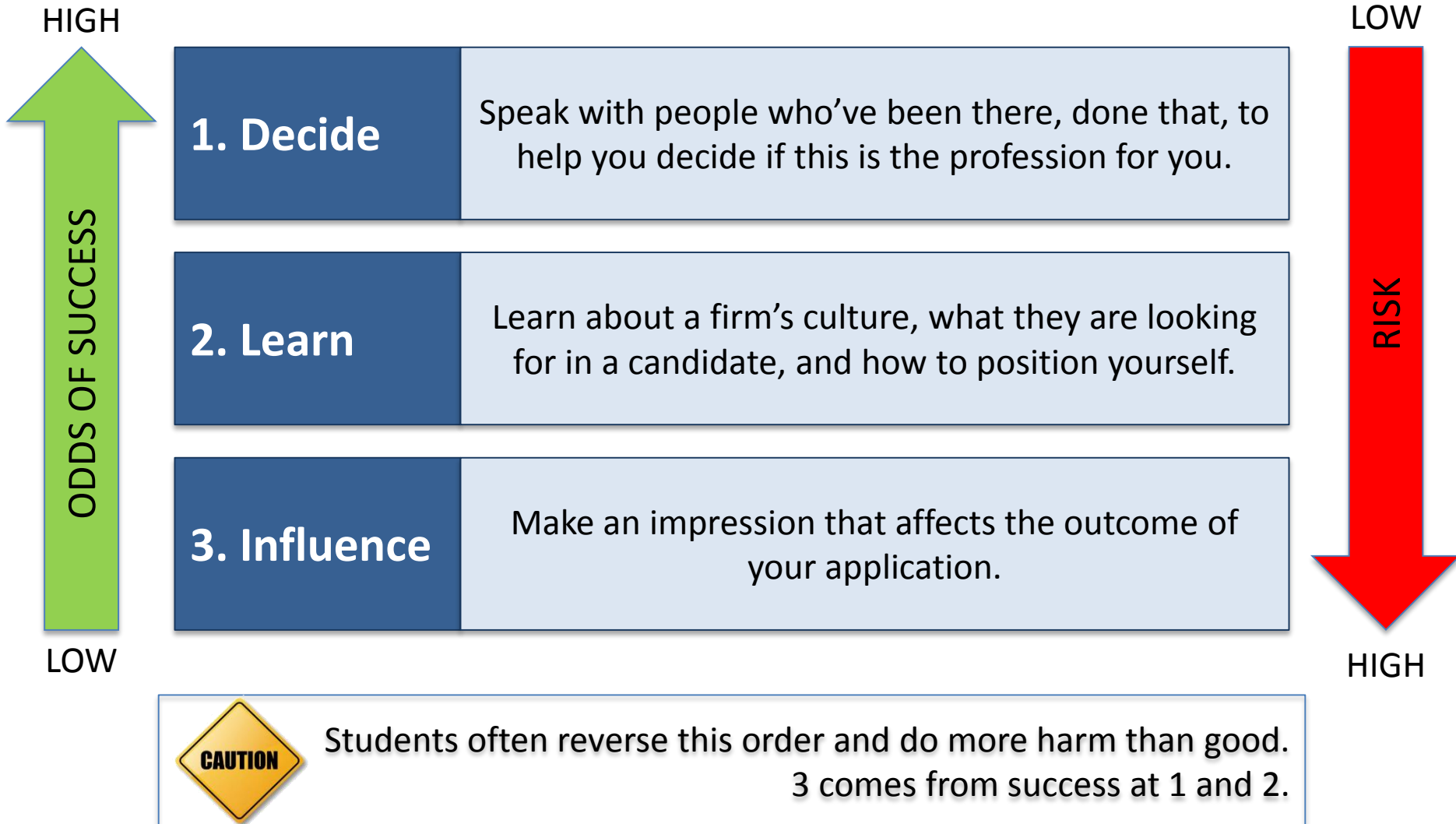
Case	Give	Rec'd	Case	Give	Rec'd
1. HVAC Service Provider			16. Butcher Shop		
2. Multipurpose Tool			17. Juice Producer		
3. Software Product			18. Cable Company		
4. Frozen Dough			19. La Seine Soft Drinks		
5. School Buses			20. Travel Agency		
6. Pharmaceutical Distribution			21. Airline Broadband		
7. Tissue Paper			22. Trucking		
8. Music Retail Loyalty			23. Hong Kong Port		
9. Retail Discounting			24. Sandwich Bags		
10. Book Retailer			25. Gift Wrapping Paper		
11. Sheep Auction			26. Auto Manufacturer		
12. Security Systems			27. Electronics Retailer		
13. Insurance Provider			28. Charcuterie Processor		
14. Appliance Insurance			29. Business School Journal		
15. Nestlé Cup – Car Racing			30. Luxury Car Maker		

*All members receive access to soft copy cases and other great materials on MCA website

So what does 'Network' really mean?

Learn	Educate students about professions in the fields of internal strategy and management consulting
Prepare	Extensive training for consulting and strategy applications and interviews
Network	Provide opportunities for students to meet and learn from professionals working in these fields

Network: How is this different for consulting?



What do we mean by risk?

E-mail to MCA from a Rotman alumnus:

“I came to school to do an info session with the [top firm] team and some of the students sent back emails with really bad grammatical errors. I just wanted to give a heads up so the students are careful in sending out future emails.

It’s a good thing the senior manager didn’t have any business cards with her.”

Who to network with, for what purposes.

	PEERS	2 ND YEARS (we're your peers, too)	ALUMNI	OTHERS (optional)
About?	<p>Perspectives & Strategies</p> <p>Strengths & Weaknesses</p> <p>Hopes, Dreams & Fears</p>	<p>What worked for them</p> <p>Their experience</p> <p>Feedback for you</p>	<p>What their jobs are like</p> <p>What advice they may have</p>	
When & Where?	<p>All the time</p> <p>At school</p> <p>At the bar</p>	<p>MCA Coffee Chats</p> <p>Meet & Greets</p> <p>At the Bar</p>	<p>Strategize with your career coach.</p> <p>Have someone proofread all initial correspondence.</p>	



Always maintain professionalism, don't be late (or cancel!), do your research, be positive!

Participate in the First Year Case Comp!

Case Released Nov 14th!

48 Teams | 10 Firms | 7 Days | 1 case

McKinsey & Company



- ✓ It's a great test to see whether consulting is right for you!
- ✓ Get to know your classmates
- ✓ Provide help to a real organization
- ✓ Every team who participates also presents.
- ✓ Only lasts 1 week! (it's a busy week!)

Participate in Global Prize!

- Team applications (4 students each)
- Selection of 12 teams to participate
- Kick-off session with training module on building consulting slides and case material distribution
- Written submission of recommendation (Power Point deck)
- Selection of 4 teams to present to A.T. Kearney partners in our Toronto office
- Winning Rotman team to get \$2000 prize and compete in Chicago
- Chicago winners get \$5000 prize and compete (remotely) against European winner



Compete 13 of the top global business schools

Register Registration open between September 22 - 24

Connect Dennis.Braun@atkearney.com

ATKearney

Upcoming Networking Events



INTERNAL STRATEGY NIGHT



THE BOSTON CONSULTING GROUP

CONSULTING INDUSTRY NIGHT



BAIN & COMPANY



CONSULTING GROUP

A division of Bizcon



Dozens of firms. 100+ students. Your **BEST** networking opportunities

GOALS

- Get good grades
- Learn about consulting
- Think about if consulting is for you

Timeframe	Activity
Ongoing	Work hard on getting high GPA
September / October	Attend the Consulting 101 & 201 events to get an overview about about the industry
Ongoing	Spend some time reading about the industry and different firms, and attend the Lunch n' Learns if you can make it

2nd year: The busy year

GOALS

- Get good grades
- Network & learn about firms
- Start case interview preparation in the spring

Timeframe	Activity
Ongoing	Work hard on getting high GPA
September/October	Attend any learning sessions you missed last year (e.g. 101, 201)
September- ongoing	Network with 1 st year 2Y students: You will need to work with them on case interview preparation
October/November	<ul style="list-style-type: none">• Attend the internal & external consulting industry receptions• Attend the learning events sponsored by the firms
November- ongoing	Chat with current 2 nd year 2Y students to learn about the industry
November & January respectively	Do the MCA McKinsey & ATK case competitions
February/March	Attend the 3Y case prep session(s) offered by MCA
Spring - September	DO CASES, 100+ hours preparation needed

GOALS

- Case interview preparation
- Job applications
- Interview – land a job!

Timeframe	Activity
August/September	Recruitment and applying to jobs
August/September/October	Prepare for interviews

This is what it's all about!



1 LAND AN INTERVIEW	Great marks.
	Great experience.
	Great involvement.

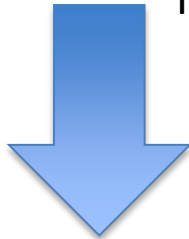
Priority #1.

Communicate on your resume.

Rotman, case comps & community.

LIMITED

TRANSFER



2 CRUSH THE INTERVIEW	Practice.
	Practice.
	Practice.

Attend MCA prep sessions.

Practice with your peers.

Check in with 2nd years.

CC & MCA work together to support you!

	MCA	Career Centre
What is consulting?	<ul style="list-style-type: none">- MCA Events- Student perspective	<ul style="list-style-type: none">- Career Week
Is consulting right for me?	<ul style="list-style-type: none">- Student & alumni perspective	<ul style="list-style-type: none">- Robust coaching from trained, experienced mentors
What is consulting like?	<ul style="list-style-type: none">- Industry nights- Case competitions- Student coffee chats	<ul style="list-style-type: none">- Info sessions- Recruitment- Personal networking strategy
Resume Review	<ul style="list-style-type: none">- Consulting-specific fine tuning- Successful students / interns perspective	<ul style="list-style-type: none">- Primary resource for resume development
Interview Prep	<ul style="list-style-type: none">- Primarily Cases	<ul style="list-style-type: none">- Primarily Behavioural

The opportunities exist, but it's not easy

To varying degrees, you will need to demonstrate...



Analytical Abilities – Case Analysis, GMAT

Learning Ability – GPA, other degrees/designations

Interpersonal Skills – Communication, empathy

Leadership & Teamwork – Work and Rotman

Client Readiness – Poise, confidence, maturity

Other – Intangibles, personality, likeability

Your application is much more than just the GMAT and GPA

Why should you join the MCA?

Learn

- MCA Kick-Off
- Consulting 101 / 201
- Consulting Lunch N Learns
- Bain Super Saturday



Prepare

- Case Prep with Promeo
- MCA Case Prep Sessions
- MCA Resume Review
- MCA Case Interview Round Robin



Network

- Internal Strategy Industry Night
- Consulting Industry Night
- McKinsey Case Competition
- ATK Global Prize



...and more

1

If you register for an event:
You must cancel 24hr in advance

2

Two strikes = miss two events

- **No Show**
- **Late**
- **Unprofessional Conduct**

A note on Capacity

- Class of 2016: 350 students. MCA: estimated at 150+
- Some events are capped at the request of sponsors
- Events are not recorded
- Capped events can be streamed live into a 2nd classroom

Capped

- Lunch N Learns
- Bain Super Saturday

Un-Capped

- Coffee Chats
- Industry Nights
- Resume Review
- Case Interview Training
- Case Interview Round Robin

Our commitment to you: Any event with a legitimate chance of influencing your success will not be capped

How to keep in touch

- Website
 - <http://inside.rotman.utoronto.ca/mca>
- Facebook page
 - <https://www.facebook.com/rotmanmanagementconsultingassociation>



Next Steps

Decide



- Eat Pizza and Listen
- Connect with 2nd Years (ask your Buddy!)
- Talk to your Career Coach

Join

- Register online by Sept 22th (you get a free case book)

Participate

- Attend an upcoming event including:
- ATK Global Prize Registration (Sept 22nd)
 - Coffee Chats (Starting Sept 23rd)
 - Consulting 101 (Sept 25th)

Want to be more involved?

First Year Representatives Needed!



Thank You!
Questions?



Contact Us: mca@rotman.utoronto.ca

mca
management consulting association
rotman school of management