



Rutgers Consulting Group

Introduction to Consulting

New Brunswick, New Jersey | rutgersconsulting.com



Agenda

1. **Meet The Team**
2. **What is Consulting?**
3. **Industry Structure**
4. **Recruiting for Consulting**

Meet the Team



David Rubin
President
Major: Economics
Minor: Chemistry

Incoming Consultant at Oliver Wyman
Summer Associate Consultant at Putnam
Experience in MedTech & Research



Sukhmeet Bedi
Director of External Ops
Majors: Finance, BAIT
Minor: Entrepreneurship

Incoming Business Analyst at Capital One
Previously Business Transformation Consulting
Intern at CrossCountry Consulting



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What is Consulting?

What is consulting and what do consultants do?



“Consulting is the business of providing expert advice to a specific group of people.”



Providing Information



Solving Problems



Effective Diagnosis



Recommending Action

Consultants are solving some of the most impactful and interesting business problems



Example: Surfboard Manufacturing Company

Question:

The CEO hires your firm to figure out if their company should shut down a manufacturing plant?

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Question:

The CEO hires your firm to figure out if their company should shut down a manufacturing plant?

As the consultant you would...

Ask Questions

What is the goal of shutting down the plant?

Is this additional manufacturing plant eroding our profits?

What are our alternatives?

Create a Framework

Map out long-term strategic goals and value of each option

Profitability analysis of each alternative

External factors affecting our decisions

Conduct an Analysis

Conduct internal interviews to understand the utility of the plant

Conduct a financial analysis to understand profitability

Perform a risk assessment of all alternatives

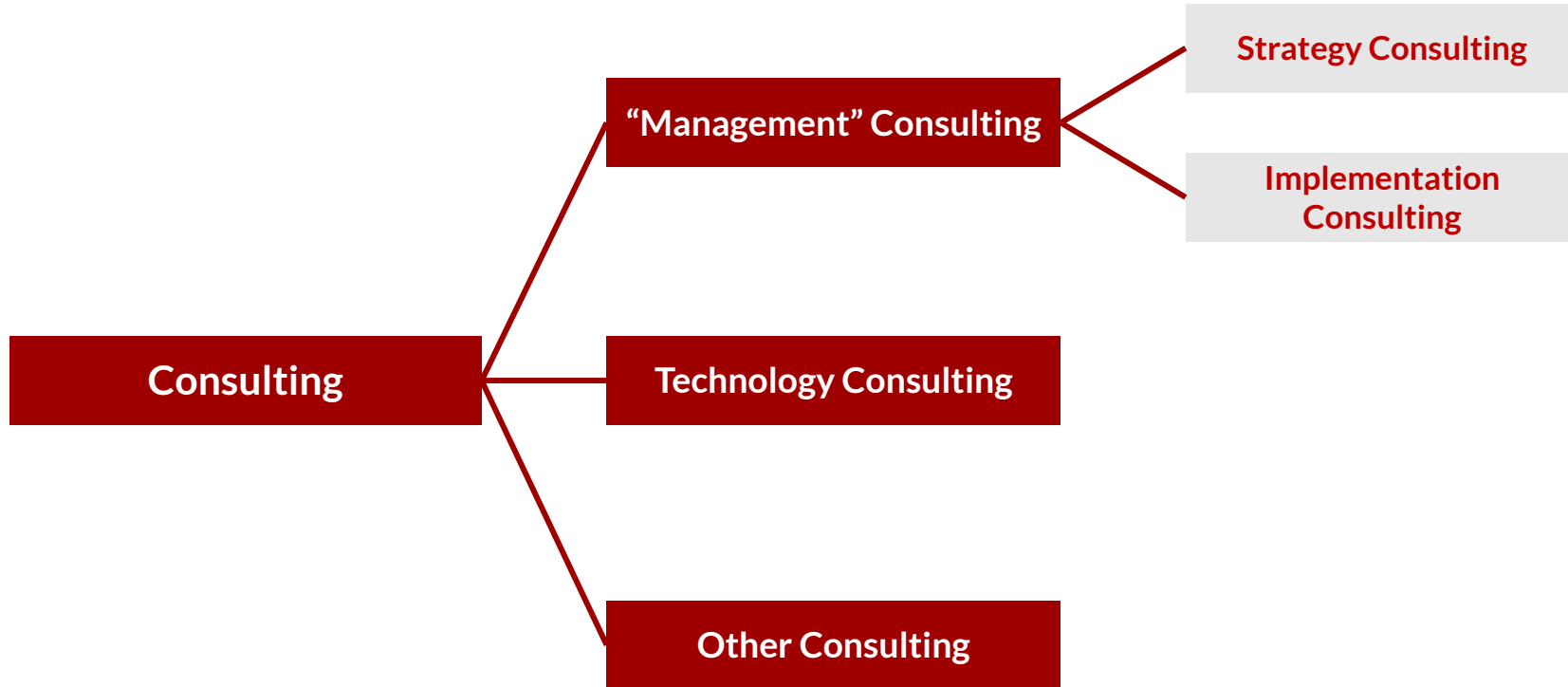
Present Solution

Present to senior leadership the recommendation you have created

Provide a detailed analysis of the issue in a final report with potential next steps



Consulting is an umbrella term for a variety of different verticals





Consulting is an umbrella term for a variety of different verticals

Other consulting is a catch all for other types of “consulting” services

- **Some examples of other consulting services include the following:**
 - Economic consulting - aiding lawsuits by quantifying economic damages; highly statistical
 - Design consulting - creating designs/brands for clients; brand management
 - Executive performance consulting - like life coaches for executives; typically psychologists who call themselves “consultants”

Consulting

Other Consulting



Consulting is an umbrella term for a variety of different verticals

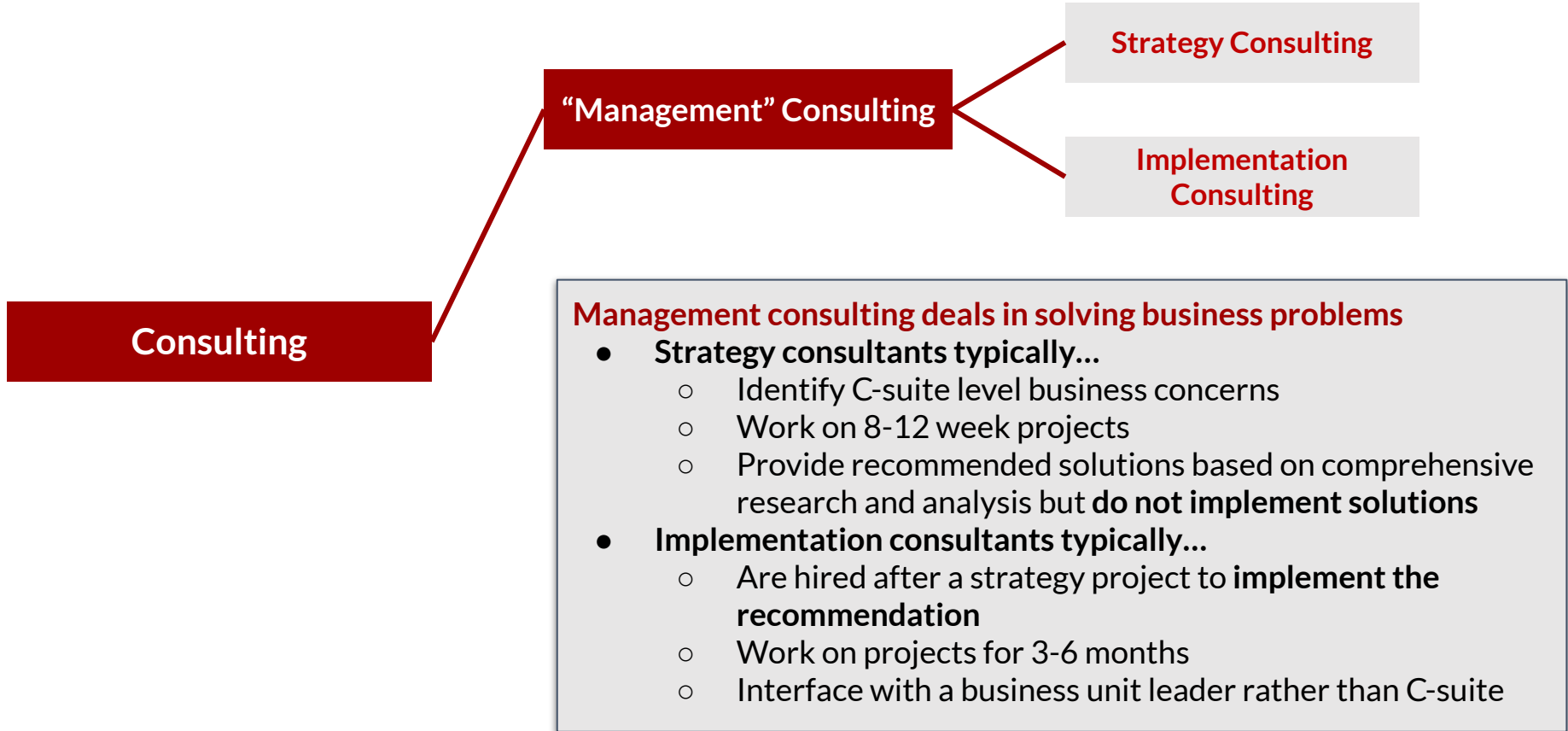


Technology consultants help clients reconcile technology solutions with business needs

Tech consultants typically...

- Aid clients in developing and implementing a digital strategy
- Implement enterprise softwares across an entire organization
- Assist companies with digital transformation
- Use more technical skills (like coding) in the day-to-day

Consulting is an umbrella term for a variety of different verticals





Within Management Consulting, you can be a generalist or a specialist

“Management” Consulting

Generalist Consulting

- Work across all industries and business functions
- Gain a very broad experience that is applicable to many types of exit opportunities
- Valued for versatility
- **eventually must specialize

Specialist Consulting

- Start your career with a focus in one industry or function
- Gain strong expertise in that area
- Exit opportunities are limited to industry/functional area
- Value for knowledge and expertise



What do Consultants do?

Current projects ~80%

Discovery

- Create and understand the scope of work for the project
- Conduct initial calls to get a good understanding of the goals of the project

Analysis

- Create an approach for the project and break down each section and deliverable
- Take part in internal team meetings to collaborate in the analysis
- Conduct qualitative and quantitative analyses
- Find a solution to the issue

Presentation

- Create a story with the problem and solution
- Convey the story in the form of a slide deck
- Formulate a condensed finding report and a detailed findings report

Business Development ~20%

RFP

- Scour incoming RFP
- Understand historical projects
- Create pitch decks

Pitch Clients

- Go to client meetings and pitch clients
- Sit in on client dinners and events
- Attend various conferences

Business Operations

- Creating firm strategy
- Running internal initiatives
- Take part in campus recruiting



Why Consulting?

Tremendous Exposure

- Cross-industry experiences
- Cross-function experiences
- 3-6 projects per year

Career Growth

- Constant learning opportunities
- Streamlined career progression
- 5 years in consulting is like 10 years in industry

Amazing Networking

- Countless interactions with C-suite and upper management
- Working with industry leaders and SMEs
- Exposure to MDs and beyond

Compensation

- \$80-\$140k year 1
- Performance bonuses up to ~20%
- Travel benefits

Exit Opportunities

- M-7 business school
- Venture Capital and Private Equity
- Corporate Strategy
- Industry-specific roles
- Startups



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Industry Structure

What does the consulting industry look like?





Consulting Firms at a Glance

Strategy

Consulting geared towards high-level corporate decisions

Transformation, Operations, & Technology

Consulting based in accounting and finance functions with an emphasis on tech

Industry Focused

Consulting that builds and captures value in specific industries or functions

Economic and Litigation

Consulting focused on services for law firms and governments

Operations and Turnaround

Consulting specializing on short-term bottom line improvements



Strategy

Consulting geared towards high-level corporate decisions

MBB



BAIN & COMPANY

Tier 2 / Big 4 Strategy





Transformation, Operations, and Technology

Consulting based in accounting and finance functions
with an emphasis on tech; typically implementation

Big 4 Consulting

Other



Deloitte.



Booz | Allen | Hamilton



The Positive Way

WAVESTONE | US



Economic and Litigation

Consulting focused on services for law firms and governments



Restructuring, Operations and Turnaround

Consulting specializing on short-term bottom line improvements



ALVAREZ & MARSAL

AlixPartners



BRG



FTITM CONSULTING



COLLABORATION DRIVES RESULTS





Industry Specific

Consulting that builds and captures value in specific industries or functions





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Recruiting for Consulting

What does getting an internship or full-time offer for consulting look like?



Timeline for Strategy Recruiting



July:

- Mock Case
- Polish Behaviorals
- Apply Heavily
- Start Interviews



September:

- Finish Interviews
- Secure Offer
- Celebrate



March-June:

- Case Prepping
- Networking
- Developing behaviorals
- Initial Applications



August:

- Polish Casing
- Continue Applying
- Interview Heavily
- Network if you can

Timeline for Non-Strategy Recruiting



March-July:

- Case Prepping
- Networking
- Developing behavioral
- Initial Applications



August:

- Mock Case
- Polish Behavioral
- Apply Heavily
- Start Interviews



September:

- Polish Casing
- Continue Applying
- Interview Heavily
- Network if you can



October:

- Finish Interviews
- Secure Offer
- Celebrate

Recruiting Structure

General Recruiting Structure

- 1 Resume screen
- 2 Hirevue or similar assessment
- 3 2-3 interviews per round, anywhere from 30-60 minutes each
- 4 *First round:* 1-2 interviews, usually one of each
- 5 *Final round:* 2-3 interviews, 1-2 cases minimum

Casing is key

Often casing is the differentiator between good and great candidates



Case Interviews

- Aimed at testing your analytical and communication skills
- Has an emphasis on having solid business acumen
- Solve different types of problems
- Tests knowledge of various industries



Behavioral/Fit Interviews

- Common questions about your resume
- Focused on TMAT questions
- Seeks to understand if you can work with them and their clients
- Want to hear stories and *why you*