

DE&I WORKSHOP: CONSULTING



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Sign in here! bit.ly/180dccyc

CYC INTRO

Consult Your Community provides pro bono consulting services to low-income, minority, and women small business owners in college communities.

I



Mobilize a network of college students from America's top universities.

2

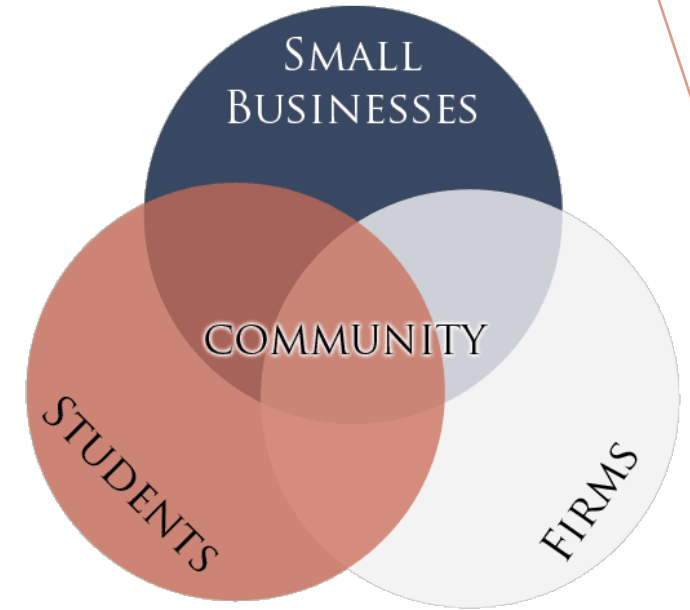


Leverage the power of consulting to improve the performance of small businesses in college communities

3



Revitalize, strengthen, and grow our nation from the bottom up



A model based on joint value creation



180 INTRO



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Values:

Diversity

Integrity

Collaboration

Passion



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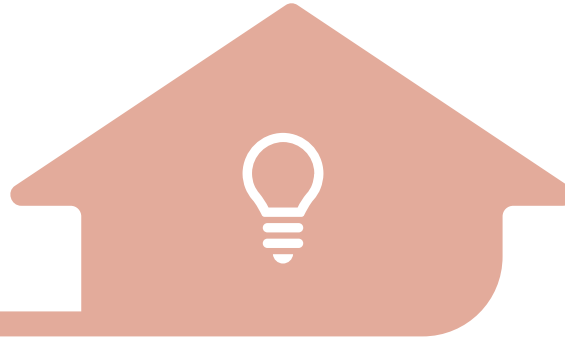




OUR CAMPUS ROLE

Implies that student leaders of a campus organization can play a critical role in building networks that **facilitate workforce transitions** for marginalized groups

When working with minority-owned small businesses and social enterprises, we must strive that our demographics **match the communities that we serve**



Social Capital Theory

By creating racially diverse and inclusive orgs, we play a part in **creating social and knowledge capital**, reducing one systemic barrier to wealth building for minorities



Our Campus Role



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HOW ARE YOU FEELING?

How are you feeling
about the recruitment
process?

How comfortable are
you with consulting
recruitment?



RECRUITING AS AN URM

When networking at PWIs, there's a common experience to feel isolated when there are certain topics of conversation that just don't apply to students that have had little exposure and access to those types of financial, social, and/or knowledge capital

Ways to mitigate feelings of isolation



building allyship with your fellow students (going through the process + networking together)



asking about D&I initiatives at these orgs during networking rounds/interviews



finding club members that understand your lived experiences and can advocate for you



TIPS & TRICKS FROM A SENIOR



David Akinokun

Education

Major: Info Sci '21
Extracurriculars: CYC

Internship



Hobbies

Soccer, Basketball, Art, Music

1

Start!

2

Realize your value

3

Don't be afraid to stand out; that's why people will remember you!



RESUME REVIEW

Formatting

Keep the format you use consistent throughout the resume.
This includes the same font, the same line spacing, and the same kind of bullets used.

Explanations

Each bullet should have information of what you did, how you did it, and the results.
You should be able to speak on each bullet point confidently if asked in an interview.

Structure

Preferably divide it into different sections.
The sections could be: Education, Professional Experiences, Clubs, Skills.

Other

A part not given enough importance are your skills; they help in making conversations!
Have at least 3 bullet points of everything on your resume.



RESUME REVIEW

4 Sections

Different words to start each sentence

Same font and bullets used

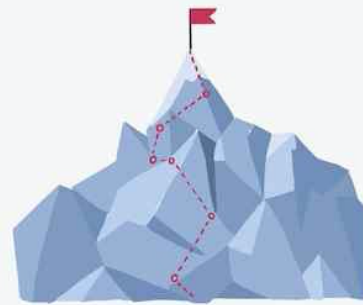
Numerous things mentioned in skills and interests

[Redacted] Ithaca, NY, 14850 [Redacted] 194 [Redacted] edu	
Education	
Cornell University	Expected May 2023
Bachelor of Science in Operations Research and Information Engineering, Minor in Computer Science	Ithaca, NY
<ul style="list-style-type: none">• GPA: [Redacted] SAT I: [Redacted] Honors & Awards: Dean's List (All Semesters) Foreign Students Scholarship Recipient• Relevant Coursework: Linear Algebra Object Oriented Programming Intermediate Microeconomics Statistics	
Pre-Professional Experience	
[Redacted]	December 2020 - Present
Incoming Business Advisory Intern	Labore, Pakistan
Ernst & Young	Cancelled Due to COVID 19
Consulting Intern	Labore, Pakistan
[Redacted]	June 2019 - August 2019
Financial Analyst	Labore, Pakistan
<ul style="list-style-type: none">• Remodeled [Redacted]• Established [Redacted]• Analyzed de [Redacted]	
Leadership and Extracurriculars	
[Redacted]	September 2020 - Present
Active Member	Ithaca, NY
<ul style="list-style-type: none">• Selected as [Redacted]• Completed [Redacted]• Constructed [Redacted]	
[Redacted]	August 2020 - Present
Teaching Assistant	Ithaca, NY
<ul style="list-style-type: none">• Explained [Redacted]• Supported [Redacted]• Held one-[Redacted]	
[Redacted]	January 2020 - Present
Project Manager and New Member Education Director	Ithaca, NY
<ul style="list-style-type: none">• Identified [Redacted]• Directed f [Redacted]• Established [Redacted]	
[Redacted]	September 2019 - Present
Treasurer and Secretary	Ithaca, NY
<ul style="list-style-type: none">• Drafted spon [Redacted]• Highlighted s [Redacted]• Facilitated int [Redacted]	
[Redacted]	September 2019 – December 2020
Battery Alpha and Business Sub team Member	Ithaca, NY
<ul style="list-style-type: none">• Oversaw call [Redacted]• Devised the [Redacted]• Optimized t [Redacted]	
[Redacted]	January 2018 - Present
Founder	Labore, Pakistan
<ul style="list-style-type: none">• Launched [Redacted]• Obtained \$ [Redacted]• Pioneered [Redacted]	
Skills & Interests	
Languages: English [Redacted]	
Technical Skills: Python Tableau Java Microsoft Excel (all business proficient)	
Certifications: French Delf A-1 [Redacted]	
Interests: Landscape Photography [Redacted]	

BEHAVIORAL QUESTIONS

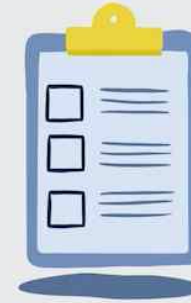
Opportunity to provide context to your resume and focuses on how you handle different professional situations

STAR Method



SITUATION

An event, project, or challenge faced



TASK

Your responsibilities and assignments for the situation



ACTION

Steps or procedure taken to relieve or rectify situation



RESULT

Results of actions taken

Examples

- ★ tell me about yourself
- ★ why this organization

Do's

- use a **variety of different experiences** + transferable skills
- Keep answers to **1-2 mins**
- be specific – do your **research**
- ask **follow-up questions**

Dont's

- lose your composure or **confidence** due to a slip-up
- answer immediately if unsure; take **time to think**
- act unprofessionally



MARKET SIZING

What is market sizing?

Making an estimate about a size of something with little or no information

Examples

How many planes land at JFK in a day?

How many tennis balls could fit in this room?

How many restaurants are in New York?

Process

1. Ask clarifying questions

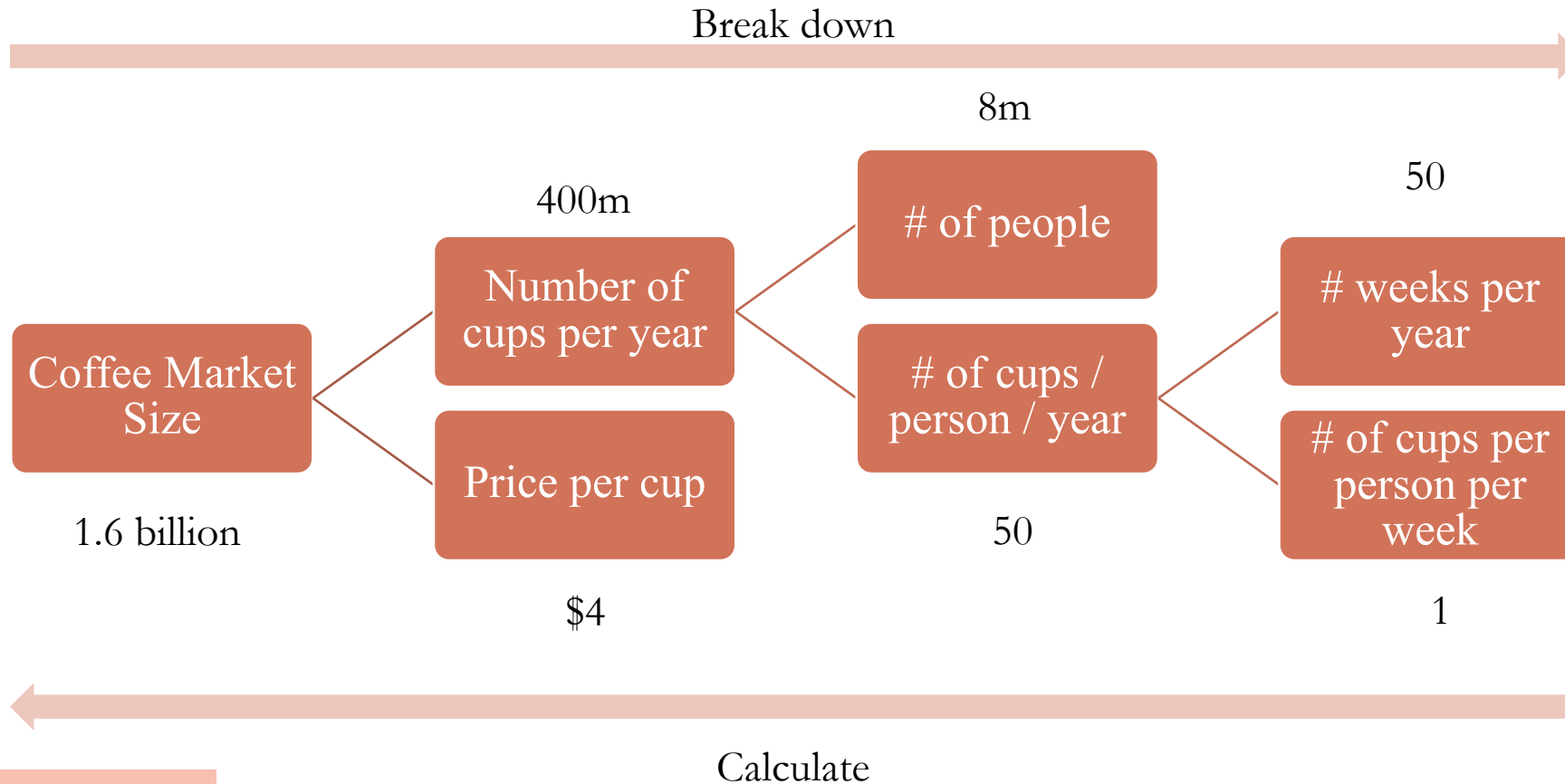
2. Break down pieces

3. Make calculated assumptions

4. Estimate and consolidate

MARKET SIZING EXAMPLE

What is the market size for coffee in NYC?





CASE

Define the problem

Structure analysis

Gather needed data

Conduct analysis

Conclude case

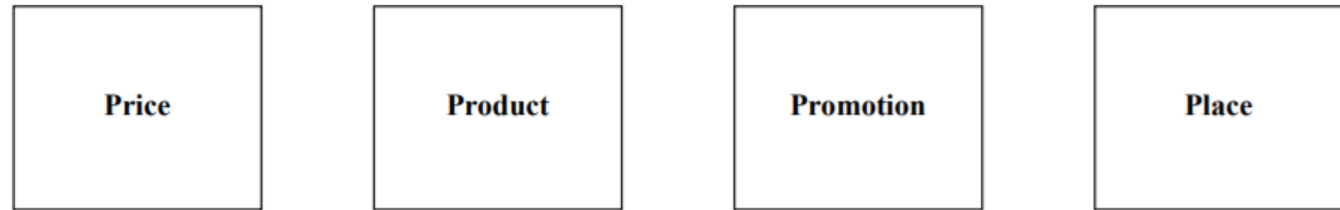
Profitability Framework

$$\Pi = (P * V) - (VC * V) - FC$$

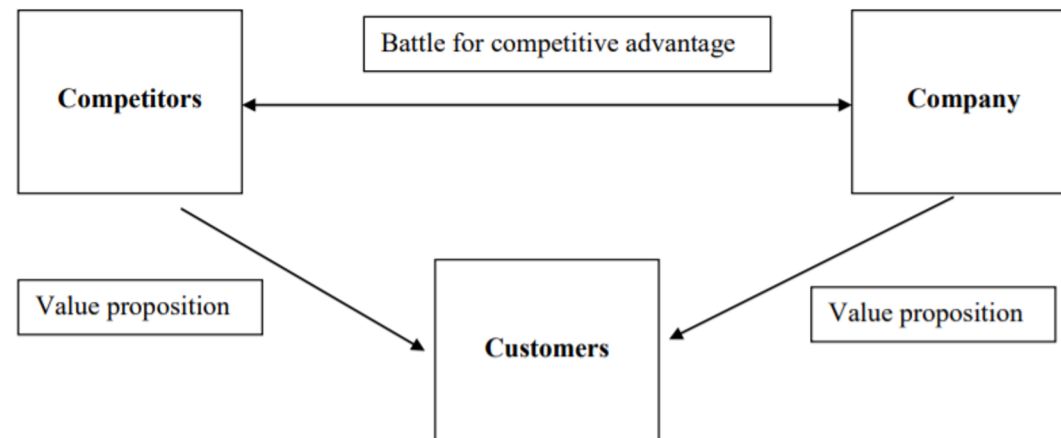
Or

Profit = (price * volume) – (variable cost * volume) – fixed cost

4 P's Marketing Framework



3 C's Strategy Framework





CASING DO'S AND DO NOT'S

DO

- Practice, practice, practice!
- Ask categorized questions
- Let the interviewer help you
- Provide and connect insights
- Check in with the interviewer

DO NOT

- Wait until the last minute
- Play 20 questions
- Dig your heels in
- Get frustrated
- Be afraid to start

GREAT ANSWERS LINK ANALYSES BACK TO THE PROBLEM WITH CREATIVE INSIGHTS



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RESOURCES



Case Prompt Example

Problem Statement: Your client is a Cornell alum, and she's looking for some advice. She's thinking of opening a coffee shop in New York City. She sees potential in this business but wants your help in determining whether opening a coffee shop is a good idea.

Feel free to clarify any parts of the problem statement you might have missed.

Case Set Up

Step 1: Clarifying Questions

Asking questions is a useful tool in developing a greater understanding of the problem the client is facing. When casing, you should ask 1-3 questions, and always make sure that the interviewer understands why you are asking the question.

Case Prompt Example



Introduction to Cornell Consult Your Community Recruitment

Important Links

- [Interest form](#)
- [Coffee Chat sign up form](#)

Process Overview

For our Spring 2021 recruitment cycle, we will be hosting information sessions and conducting two interview rounds. Consult Your Community accepts applicants of all backgrounds with our mission striving to ensure equitable access for all candidates.

Our primary goal is to recruit the best talent for CYC, through a process that promotes objectivity and equity for all students. We understand that Cornell as an institution does not equalize access to opportunities, and that students may have different levels of privilege. Therefore, CYC is committed to level the playing field and remove any obstacles to ensure that students of all socioeconomic backgrounds and identities are evaluated fairly.

There are various qualifications that we look for such as your commitment to CYC, your social impact values, teamwork abilities, problem solving, etc. In this guide, we will be going through our **three-step recruitment process**, beginning with our initial application and ending with the technical preparation needed to successfully navigate our two interviews.

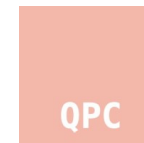
Pre-Recruitment Timeline

Navigating Social Impact Consulting: DE&I Workshop: [Thurs, 2/11 @ 6:30 PM](#)

Recruitment Guide



Affinity
Orgs



QUESTIONS?



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THANK YOU FOR COMING!



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