Standing Out from the Crowd

The Reality...

- Applicants: 150
- Phone Screens: 25
- Interviews: 10
- Offers: 2

Decent grades, relevant experience, involvement, good communication...

So what’s the difference??
# Vested Interest in Your Future

<table>
<thead>
<tr>
<th>Facilitator</th>
<th>Solution Line</th>
<th>Career Level</th>
<th>Bradley Major</th>
</tr>
</thead>
<tbody>
<tr>
<td>AJ Brown</td>
<td>Energy &amp; Utilities</td>
<td>Manager</td>
<td>Entrepreneurship</td>
</tr>
<tr>
<td>Jackie Kimmel</td>
<td>Operations Excellence</td>
<td>Senior Consultant</td>
<td>Industrial Engineering</td>
</tr>
<tr>
<td>Aj Liptak</td>
<td>Technology Integration</td>
<td>Consultant</td>
<td>Computer Science</td>
</tr>
<tr>
<td>Tricia Anklan</td>
<td>Operations Excellence</td>
<td>Consultant</td>
<td>Economics &amp; Spanish</td>
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</table>

- *Years with West Monroe*
- *What do you do?*
- *Why West Monroe?*
One of the Top Employers for Young Graduates

A team of business and technical experts working together with clients in industries undergoing profound change. We help companies solve their most complex challenges so they can rapidly adapt, shift gears, and thrive.

- Established in 2002. Founded by a team from Arthur Andersen, West Monroe is a business and technology consulting firm that has enjoyed rapid, sustained growth.
- Industry-Specific Expertise: Our 350+ consultants bring years of high-profile consulting experience to the organizations they serve.
- Organization: We are 100-percent employee owned. We answer to our people and our clients.
- Holistic Business Solutions: Rely on industry, functional and technical expertise to drive strategy, manage execution, and measure results.
- Seamlessly Serve Clients: We primarily serve middle-market firms. However, our teams also provides solutions to Fortune 500 organizations through world-class service offerings.
## Differentiating Yourself In All Aspects Of The Process

<table>
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<tr>
<th>Process</th>
<th>Questions</th>
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<tr>
<td>Fall Recruiting Event</td>
<td>• What gets you noticed on your <em>resume</em>?</td>
</tr>
<tr>
<td></td>
<td>• What if I asked, “tell me about yourself”</td>
</tr>
<tr>
<td></td>
<td>• Do you look the part? <em>Are you client ready?</em></td>
</tr>
<tr>
<td>Phone Screens</td>
<td>• It’s an open book exam!</td>
</tr>
<tr>
<td></td>
<td>• What’s the biggest risk with phone interviews?</td>
</tr>
<tr>
<td>On-Campus “Fit” Interview</td>
<td>• Fit? Behavioral? Case? What are all these? And how best can you prepare?</td>
</tr>
<tr>
<td>Office Interview</td>
<td>• It’s yours to lose... so how do you avoid that?</td>
</tr>
</tbody>
</table>

*There are key differentiators in each step!*
What Does Your Resume Say About You?

Take a closer look at what your resume says...

- Remember quality over quantity
- Customize to the position and employer
- Provide examples (quantifiable numbers) on the value provided, both in work and leadership roles
- Ensure your “social” profile matches your professional profile
What Does Your Resume Say About You?

It’s not just what you say, it’s how you say it!

Keep your resume to ONE page

Have consistent formatting (bullet points, spacing, etc.)

Use heavier resume paper
Are You Client Ready?

- **Fit is important** -- know your size, use a tailor -- it's worth the investment; less expensive well fitted clothing looks a million times better than expensive clothes that don't fit properly
- Pay **attention to detail** – it’s a reflection on your quality of work (sewn tabs, loose strings, labels, grooming, etc.)
- Resumes in a nice **resume portfolio** (<$10 at target) and not a paper / plastic folder
- **Leave the book bag** with your hoody... in the dorm!

*If you are remembered for your interview attire, you probably made an error in judgment!*
Pitch for The Job and Your Network

◆ The Pitch
  ■ Half page → 3 Bullets → 30 Seconds or less
    • What problem can you fix?
    • How can you positively impact the future?
  ■ Focus on “I” not “we”
  ■ Calm, confident, and enthusiastic
  ■ Practice and deliver to everyone – make it your brand

◆ Build It Before you Need It!
  ■ Align your virtual presence with who you want to be
  ■ Feed the network
  ■ Always take the time
  ■ Pay to play – free work?
  ■ Personal Advisors and Connectors

Hi, my name is AJ and I am a Senior Industrial Engineering major. I am interested in IE consulting careers and particularly with West Monroe. I recently led a student consulting project for Caterpillar that helped reduce operating expenses by $1M annually. I also developed communication and problem solving skills, and I am hopeful to apply this experience in a future consulting career.
Failure to Plan, is Planning to Fail

- Prepare an employer fact sheet for every opportunity (see table)
- Prepare an interview guide for yourself
  - Personal summary
  - Future objectives
  - Why this job? (Besides not wanting to live in your parents’ basement)
  - Strengths / weaknesses
  - Example experiences & qualifications
- Request name/title of interviewers ahead of time
  - Search them on Google and LinkedIn
  - Prepare customized questions based on your interviewer’s position
- Prepare questions specific to the position and interviewer
  - Will this job be a good fit for you?
  - What’s the career path like in this position?
  - What are growth and mentoring opportunities like?
  - What are busy seasons like? When do they usually happen?
  - What challenges do people in this position typically face?
  - Who will you be working with and reporting to?
Phone Interviews Are Like An Open Book Test, So Ace It

<table>
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<tr>
<th>Tactical</th>
<th>Strategic</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Use a landline or hands-free device</td>
<td>• Remember the goal of your phone interview – to sell yourself. Convince</td>
</tr>
<tr>
<td>• Ensure you’re in a quiet environment where</td>
<td>the interviewer that bringing you for an in-person interview is a good</td>
</tr>
<tr>
<td>you won’t be distracted – no pets or noisy</td>
<td>investment of their time and money</td>
</tr>
<tr>
<td>roommates!</td>
<td>• Prepare meaningful questions that demonstrate you would be a good fit</td>
</tr>
<tr>
<td>- The Career Center can provide an office</td>
<td>with the firm:</td>
</tr>
<tr>
<td>• Wear interview attire to help you focus</td>
<td>• Culture</td>
</tr>
<tr>
<td>and take the interview seriously.</td>
<td>• Growth &amp; learning opportunities</td>
</tr>
<tr>
<td>• Print a copy of your resume and the job</td>
<td>• Day to day opportunities and challenges</td>
</tr>
<tr>
<td>description of the position you’re applying</td>
<td>• Send a thank you note within an hour of your phone interview – make</td>
</tr>
<tr>
<td>for.</td>
<td>sure it’s customized! (hand written notes are out the window)</td>
</tr>
<tr>
<td>• Prepare job search summary and interview</td>
<td></td>
</tr>
<tr>
<td>guide</td>
<td></td>
</tr>
<tr>
<td>• Answer the phone with your name</td>
<td></td>
</tr>
<tr>
<td>- “Hello, this is Tricia”</td>
<td></td>
</tr>
<tr>
<td>• Smile, speak clearly, and at an even pace</td>
<td></td>
</tr>
</tbody>
</table>
### Inside the Interview Process

<table>
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<tr>
<th>Objective</th>
<th>Critical Behavioral Interviews (CBI)</th>
<th>Culture/Fit Interview</th>
<th>Case Study Interview</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focuses on how past experience (behaviors) may indicate future performance</td>
<td>Focus on how you would fit into the culture of the company (values, expectations, career model, etc.)</td>
<td>Provides you a hypothetical business problem to solve. Focuses on problem solving, critical thinking, and creativity</td>
<td></td>
</tr>
</tbody>
</table>

| Best Practice                      | Prepare! Behavioral interviews generally ask the same types of questions – prepare an inventory of questions | Engage in active conversations and ask questions. Do your research! | Ask questions to get the information you weren’t given – take your time and don’t jump to a conclusion |

| WMP Pro-tips                     | Situation/Task Action you took Result Very story like | Be yourself! Show how you align with the core values | Use a combination of analysis frameworks such as SWOT / Porters 5 Forces |
What Do We Look For?

- **Teamwork** – enjoy work in a collaborative environment
- **Flexibility & willingness to travel**
- **Desire to work in a fast paced and exciting industry**
- **Client focus** – willingness to put in the hours and effort to exceed client expectations
- **Building trust**
- **Professionalism**
- **Learning** – value knowledge and continuous learning
- **Planning & organizing** – organization and time management skills
- **Problem-solving, decision-making, & critical thinking skills**
- **Collecting & assimilating data**
- **Working with tools & technology** – ability to learn quickly and adapt to varying environments and technologies
- **Oral & written communication** – ability to communicate professionally & effectively
- **Planning & organizing** – Organization and time management skills
- **Initiative** – potential for growth as a consultant
- **Demonstrate leadership qualities**
We Hope To See You “Stand Out” As A Top Candidate!

<table>
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<tr>
<th>Minimum Requirements</th>
<th>Key Selection Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Bachelor’s Degree</td>
<td>• Excellent academic track record</td>
</tr>
<tr>
<td>• 3.0+ GPA</td>
<td>• Excellent leadership and interpersonal skills</td>
</tr>
<tr>
<td>• Legally authorized to work permanently in the US upon graduation</td>
<td>• Strong analytical skills</td>
</tr>
<tr>
<td></td>
<td>• Ability to multi-task</td>
</tr>
<tr>
<td></td>
<td>• Experience with project based teams</td>
</tr>
<tr>
<td></td>
<td>• Alignment with WMP values</td>
</tr>
</tbody>
</table>

September
- WMP Fall Recruiting Event
  Peoria, IL

October
- 1st Round Interviews - Behavioral Phone Calls
- 2nd Round Interviews – Fit, Case
  Peoria, IL

October
- 3rd Round Interviews
  Chicago, IL
Questions?
Working With West Monroe

- Consulting Overview
- Value of a Bradley Degree
- About West Monroe
Why do firms hire consultants?

- Expertise
- Reputation
- Objectivity
- Time and resource constraints
- Connections
- Credibility
- Diverse experience
- Legal & regulations
- Increase revenue
- Decrease cost
- Identify strategic direction
- Improve business operations
The Pros and Cons of a Consulting Career

**Pros**
- Better work-life balance
- Deep company/industry expertise
- More stable environment
- Broad experience
- Rapid skill development
- Variety of challenges
- Dynamic teams
- Motivated colleagues
- Constant learning

**Cons**
- Limited variety
- Static teams
- Difficult move into consulting
- Difficult to develop deep knowledge of a company/industry
- Higher turnover
- Longer hours
- Less stable environment
What is the travel schedule like?

- **Consultant travel**
  - Approximately 50%
    - Varies by solution line
  - Monday-Thursday travel
  - Fridays in the office or traveling

- **International travel**
  - Not mandatory

- **West Monroe travel bonus program**

- **Interns have travel opportunities, but they do not travel as frequently as consultants**
How will my Bradley education help me as a consultant?

- Leadership experience and Teamwork
- Practical Internship experience
- Diversified classes give a big picture approach
- Strong communication with faculty spills over to the workforce
  - Not afraid to ask questions
- Academic course load is very applicable
  - Case studies used during classes are relevant to real world experiences
- Senior project and consulting projects
Our Values

- We put our people first
- Integrity is paramount
- Practical innovation drives better results
- We respect diverse experiences and thought
- Meritocracy provides opportunities
- We seek the best and the brightest
- We have fun at work
Our People and Culture

- Small teams & more involvement
- Fun, energetic, and hard working
- Work-Life balance
- Creative and fun internal events and committees
  - Chief program
  - 4 O’clock Rocks
  - BYOB dinners
  - Outings
  - Charity
  - Clubs
  - Intramural sports
- Focus on giving back to the community
Our distinctive combination of functional expertise, industry experience, and deep business & technical know-how delivers sustained success.
Recognizing West Monroe in the Marketplace

- **In 2009 and 2010,** named one of Crain’s Chicago Business “Best 20 Places to Work in Chicago”
- **In 2008, 2009, 2011,** and **2012,** named by Crain’s Chicago Business as one of its “Fast Fifty”
- **Named in 2010 and 2011 as a “Top Workplace” by the Chicago Tribune**
- **In 2010, 2011, and 2012,** named as one of Vault Magazine’s Top 50 “Best Consulting Firms to Work For” placing “Best in Class” in Firm Culture, Overall Employee Satisfaction, Business Outlook, and Firm Leadership
- **In 2012,** named 15th on “Best Large Firms to Work For” moving from “Small Firms” to “Large Firms” list for the first time

- **In 2006, 2007, 2008, 2009, and 2012,** named by National Association of Business Resources as one of Chicago’s “101 Best and Brightest Companies to Work For”
- **Named in 2010 and 2011 as a “Top Workplace” by the Chicago Tribune**
- **In 2009 and 2010,** named one of Crain’s Chicago Business “Best 20 Places to Work in Chicago”
- **In 2008, 2009, 2011,** and **2012,** named by Crain’s Chicago Business as one of its “Fast Fifty”
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WMP Career Progression

- WMP Career Model
- WMP Training Curriculum
Each individual can progress throughout their career building skills with no “defined timeline” for each position – WMP believes in Meritocracy
# WMP Training Tracks

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>TRAINING FOCUS</th>
<th>ORGANIZATIONAL STRATEGY AND PMO</th>
<th>BUSINESS AND IT ALIGNMENT</th>
<th>FINANCIAL ADVISORY</th>
<th>SUSTAINABILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXPERIENCED CONSULTANT / SENIOR CONSULTANT</td>
<td>Experienced Delivery</td>
<td>OS Workshop Series PMO Fundamentals Trusted Advisor Overview PMP Certification</td>
<td>BMO 201 ERP 201 APICS Certification</td>
<td>AFP Courses Finance 201 Tagetik Training Finance Certification (TBD)</td>
<td>Sustainability 201 Sustainability Cert (TBD)</td>
</tr>
<tr>
<td>MANAGER / SENIOR MANAGER</td>
<td>Delivery Expert</td>
<td>Teach PMO, OS Workshops Trusted Advisor Course OS Platinum Certification PMI Charter Events</td>
<td>Teach BMO 201, ERP 201 Attend APICS, Lean/SS ongoing education events</td>
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<td>Green Conference</td>
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- **Cross-Training in other Solution Offerings/Industries**: PAM Milestone
- **EC / SC Milestone**: Consulting 101 Exquisite Design OpEx Orientation
- **PMO Milestone**: Teach PMO, OS Workshops Trusted Advisor Course OS Platinum Certification PMI Charter Events
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Ace the Case

- Research and Preparation
- Frame the Case
- Game Day Tips
## Research and Preparation

<table>
<thead>
<tr>
<th>Resource</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vault.com</td>
<td>A leading resource for career information, Vault.com is a paid service offering plenty of practice cases.</td>
</tr>
<tr>
<td>CaseInterview.com</td>
<td>A website created by Victor Cheng, a former case interviewer at McKinsey, includes testimonials and advice for succeeding in the case interview. A video tutorial called “Look Over My Shoulder” is also available for purchase.</td>
</tr>
<tr>
<td>Case and Point: Complete Case Interview Preparation</td>
<td>Written by Marc P. Cosentino, this book provides a full range of case interview prep material including a vast array of test cases.</td>
</tr>
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Frame the Case

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<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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</thead>
<tbody>
<tr>
<td>Examine advantages and what is done well</td>
<td>Examine disadvantages and areas requiring improvement</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
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<tbody>
<tr>
<td>Examine growth opportunities for the company</td>
<td>Examine the obstacles the business faces in accomplishing their goals</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>Mission</th>
<th>Objectives</th>
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</thead>
<tbody>
<tr>
<td>Examine where the business intends to go</td>
<td>Examine the key goals that will help achieve the mission</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategies</th>
<th>Tactics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examine the different paths the company can use to meet its objectives</td>
<td>Examine how the different strategies can be put into action</td>
</tr>
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</table>
Game-Day Tips

**Preparation**
- Listen to the question
- Take notes
- Summarize the question
- Verify the objectives
- Ask clarifying questions
- Organize your answer
- Manage your time
- Work the Numbers
- Be coachable
- Be creative and brainstorm
- Exude enthusiasm and a positive attitude

**Best Practices**
- Don’t feel like you need to answer the question immediately
- Deliver your thoughts logically and coherently
- Have a conversation and logical discussion... avoid a rehearsed speech
- You will get better with practice