

Social Business Consulting

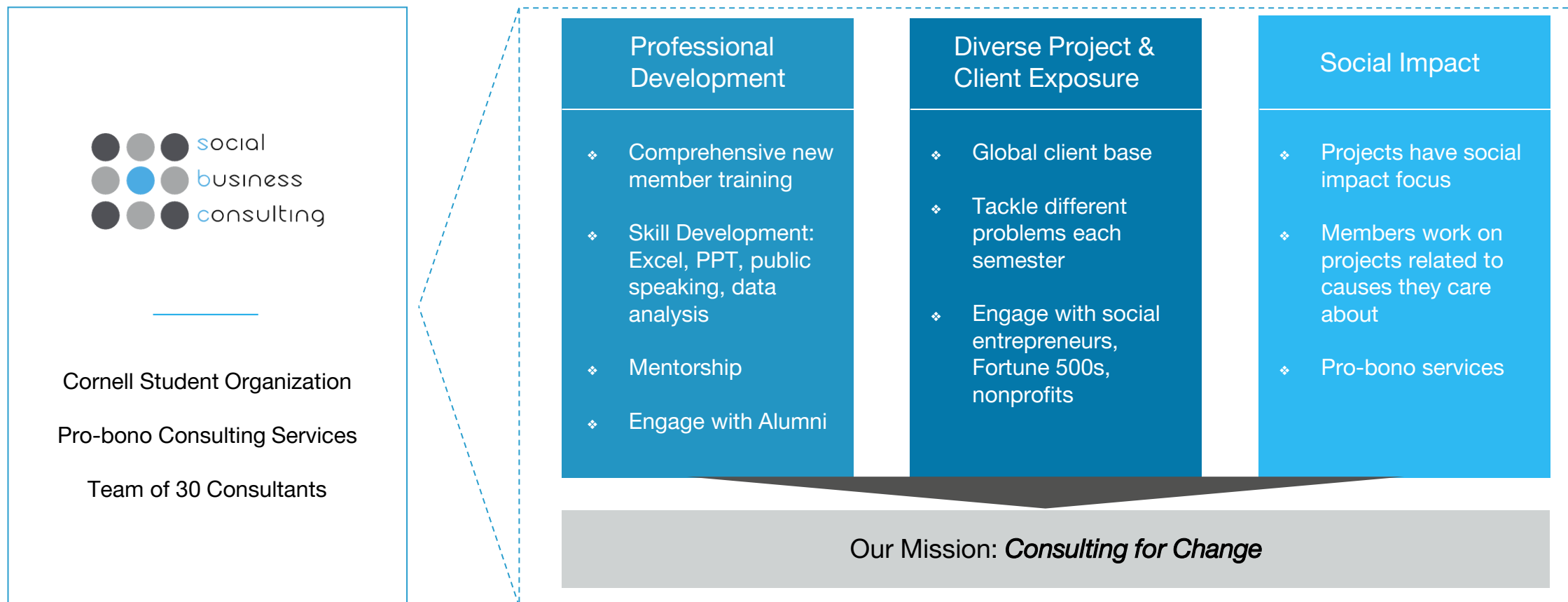
Fall 2022 Recruitment - Information Session

||| Agenda

- Overview of SBC
- Consultant Experience
- Overview of Projects
- Recruitment

Overview of SBC

Since 2007, the organization has recruited highly diverse individuals and developed a global client base



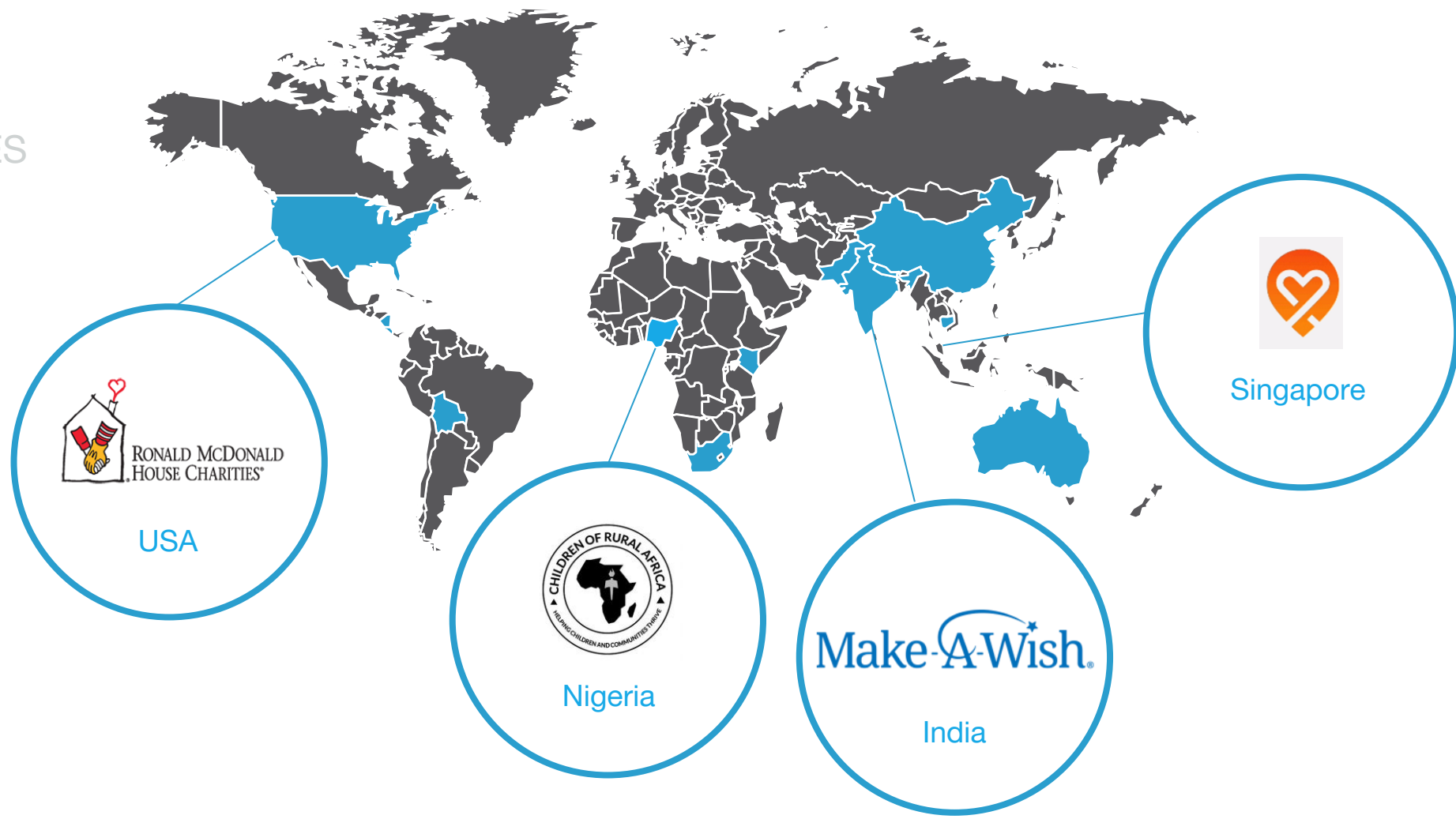
Sample of Clients & Global Footprint

Scaling impact across regions and industries

GLOBAL CLIENT BASE

ACROSS INDUSTRIES

100+ CLIENTS



Where our Alumni Go

We have a strong alumni network that keeps connected to SBC



14 Years of Active Alumni

Alumni enable us to coordinate office visits and recruiting opportunities at their firms

Alumni constantly refer clients to SBC – enabling us to have a strong pipeline of projects

If there is somewhere you want to go after graduation, an SBC alum has probably been there

What Differentiates SBC from the Other Consulting Clubs at Cornell?

We know it can be difficult to navigate all the options



Consultants



Clients



Alumni



Culture

||| We are not just a pre-professional organization looking to make an impact...

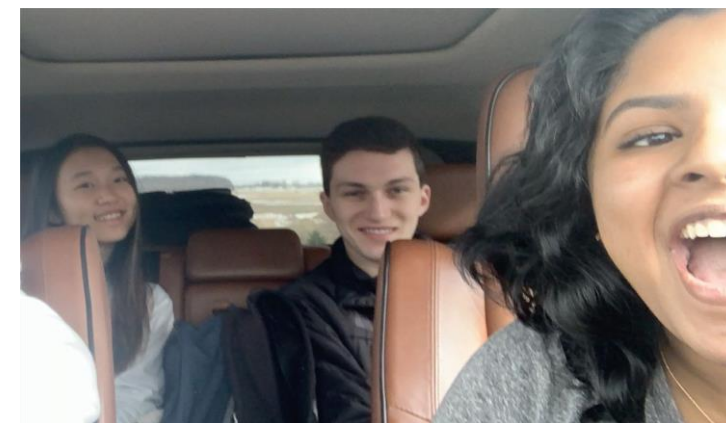
We are a family of passionate individuals who also look out for each other!



An inside look into SBC's social events...

What does SBC mean to you?

Our members will now share how SBC has impacted them and what they wish they knew before recruitment...



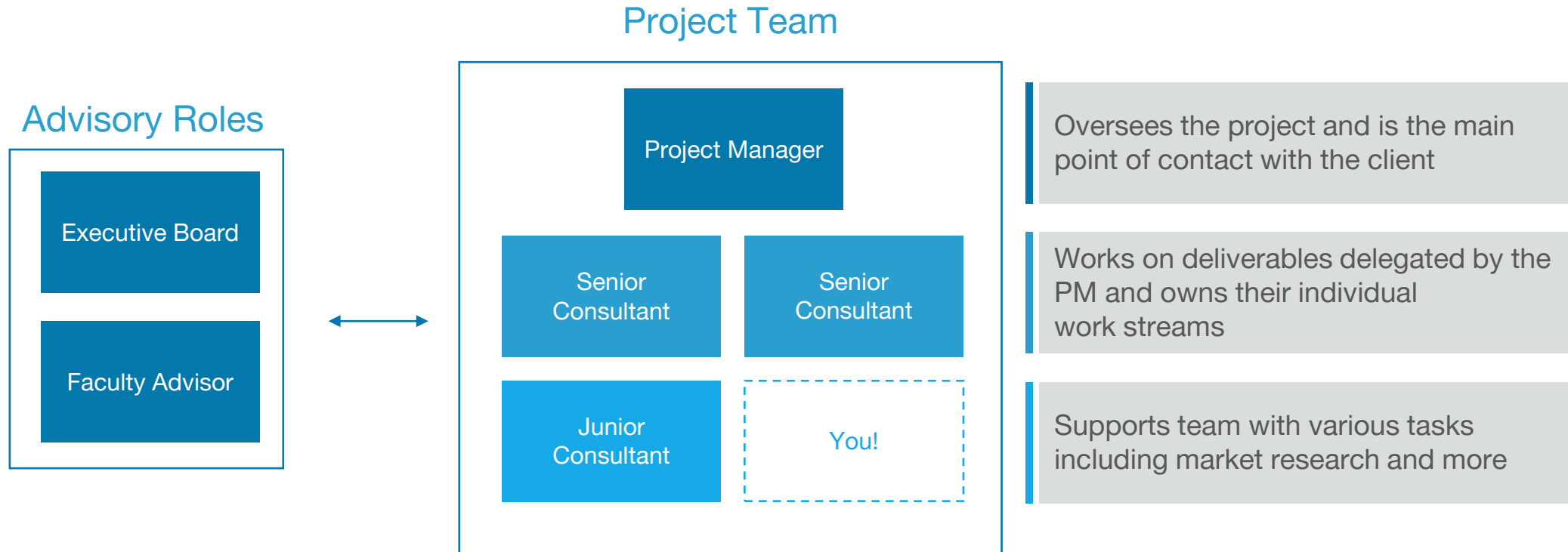


Project Approach

The Consultant Experience

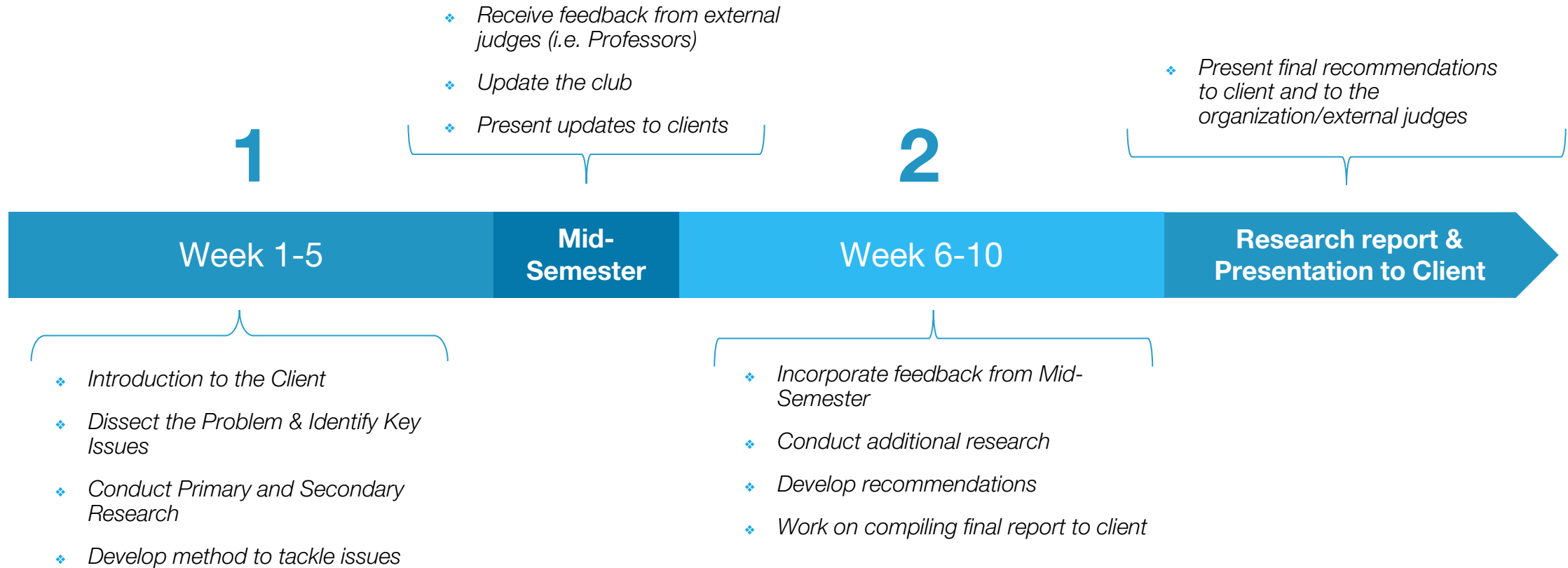
Our Approach: Team Structure

You will have many opportunities to work in teams and in different roles during your time at SBC



Our Approach: Project Timeline

Each semester, our consultants get placed into project teams and they follow the timeline below



||| New Member Experience

We will equip you with the tools you need to succeed — regardless of your background

As a new member, you will receive extensive, personalized training from Senior Consultants

New Member Education Series

Soft Skills

Public Speaking
* * *

Client Communication
* * *

Effective Leadership / Teamwork

Hard Skills

 
* * *

Applying Frameworks
* * *

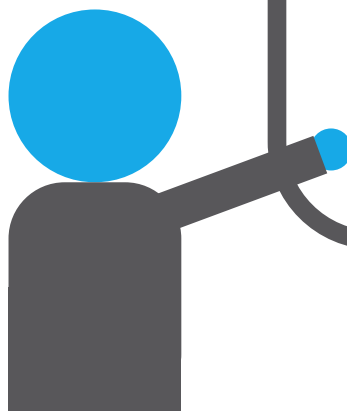
Advanced Industry Research

Professional Development

Interview and Networking Prep
* * *

Resume Reviews
* * *

Alumni and Consultant Workshops



Fall 2022 Projects

Project Managers

Introducing the PMs for the semester...



Ellie Zhang
—
Gap Inc.



Kevin Cliffe
—
Win-Win Connection



Michelle Hui
—
Zoomo



Ryan Kim
—
Spencer Stuart



Anna Sprouse
—
Chobani

|| Gap Inc. – San Francisco, CA (Ellie Zhang)

Diverting plastic waste from store locations through recycling and waste partnerships

The Client



Who: Gap Inc. is a collection of lifestyle brands offering apparel, accessories, home goods, and personal care products for women, men, and children

Scope: Gap Inc. is an omni-channel retailer, with e-commerce sites, over 500 franchise stores, and nearly 3,000 company operated stores worldwide

Mission: Gap Inc. hopes to create products that make its employees and customers feel great, and to give back to the communities where it lives and works

The Issue

Gap Inc. is a signatory of The Fashion Pact and has committed to eliminating unnecessary and problematic packaging by 2030. Gap hopes to explore potential solutions and costs and investigate how competitors are handling similar issues. They also hope to understand how emerging legislation may impact the proposed solution.

SBC's Role

- 1 Develop a market overview and landscape analysis of competitors in the store waste diversion space
- 2 Evaluate solutions for waste reduction in stores (ex: waste management services and recycling programs) and their associated costs
- 3 Assess emerging legislations (plastic bans, extended producer responsibility) to understand potential impacts on chosen solution

Win-Win Connection – Barcelona, Spain (Kevin Cliffe)

Connecting people, institutions, companies and governments through private-public partnerships to drive social progress

The Client



Win-Win Connection

Who: Win-Win Connection is an organization that develops service learning and community engagement programs

Scope: Develop an entrepreneurship course for refugees in Botswana and attract potential philanthropists to fund their businesses

Mission: Help fill the resource and service gaps present at the Dukwi refugee camp through education about entrepreneurship

The Issue

Win-Win Connection is a nonprofit organization registered in Barcelona, Spain that develops service learning and community engagement programs for schools and companies. WWC would like to develop an entrepreneurship course to help teach refugees at the Dukwi refugee camp in Botswana to start and run businesses in order to fill the resource and service gaps present at the camp.

SBC's Role

1

Develop a course for young entrepreneurs in the camp so they can successfully start and run their businesses

2

Help a team of students be able to teach this course at the Dukwi refugee camp when they travel to Botswana in the summer of 2023

3

Attract potential philanthropists to be able to fund the initial investments in these businesses

Zoomo – Sydney, Australia (Michelle Hui)

Decarbonizing final-mile food delivery using Light Electric Vehicles (LEV)

The Client



Who: Leading full-service e-micro-mobility partner to major food delivery players like UberEats and DoorDash. Currently, series B startup with 100 M+ in funding.

Scope: Quantify their sustainability impact and develop a public policy strategy to promote the transition to electric vehicles.

Mission: Transitioning every urban mile to light electric vehicles (LEVs)

The Issue

Zoomo is a full-service e-micromobility (e-bikes, e-mopeds, e-cargo bikes) startup aiming to decarbonize the final mile. They are the leading e-bike partner for major players in the on-demand food and grocery delivery segment, including UberEats, DoorDash, Milkrun, Gorillas, Deliveroo, Domino's, Pizza Hut and more. They'd like external advisors to quantify metrics and develop strategies to help delivery drivers and companies transition to light electric vehicles.

SBC's Role

1

Quantify amount of carbon emissions saved from using LEV versus normal 4-wheel delivery vehicle

2

Perform long-run cost analysis to calculate money saved by switching from a 4-wheel vehicle to an LEV

3

Develop public policy strategy and partnerships with other micro-mobility companies to promote bike-able city infrastructure

||| Spencer Stuart – Chicago, IL (Ryan Kim)

Handle relationships with clients, candidates, and colleagues with great care

The Client

SpencerStuart

Who: Executive search and leadership consulting firm based in Chicago working at the senior executive and board levels across eighteen primary industry and functional practices

Scope: Consultants in 31 countries combining deep industry knowledge with a proven executive search process to provide the best talent to clients

Mission: Handle relationships with clients, candidates and colleagues with great care, offering advice with courage and candor, and living to a commitment to discretion each day

The Issue

While several executive search and leadership consulting firms heavily emphasize diversity and inclusion in regards to hiring practices for their clients, questions remain if these executive search and leadership consulting firms internally emphasize diversity and inclusion for their own hiring practices. Spencer Stuart would like to know their comparative position compared to other competing firms in the space.

SBC's Role

- 1 Review Spencer Stuart's current definition of diversity and inclusion and its implementation in regards to its internal hiring practices
- 2 Create a diversity metric allowing Spencer Stuart to compare its comparative position other global executive search firms
- 3 Recommend ways to better implement diversity and inclusion into Spencer Stuart's internal hiring practices

||| Chobani – New Berlin, NY (Anna)

Developing guidelines for a new Adopt-a-School program for childhood nutrition development

The Client

The Chobani logo is displayed in a large, bold, black serif font, centered within a light gray rectangular box.

Who: US- based Greek yogurt company with a strong philanthropy mission and recent expansions into vegan and alternative dairy spaces

Scope: Structuring their Adopt-a-School pilot program to combat childhood food insecurity

Mission: Making high-quality and nutritious food accessible, while elevating our communities and making the world a healthier place

The Issue

Chobani is launching an Adopt-a-School program to alleviate hunger in schools across the country in conjunction with the White House Conference on Hunger, Nutrition and Health. They need to build a toolkit that can be used to assess impact and help business partners best support their school programs.

SBC's Role

1

Understanding current legislation on childhood nutrition program, the state of school provided meals and gaps in the food system

2

Creating a partnership playbook by researching different modes of engagement for business partners with school programs

3

Developing metrics to target areas of need and holistically quantifying impact on local communities

Fall 2022 Recruitment Process

Application / Interview Timeline

Wednesday, Sep 14

Application Submission

1. General Questions
2. Resume
3. Headshot
4. Deadline: 9/14 11:59pm ET

www.sbccornell.org/apply

Saturday, Sep 17

Round 1
Invite only

- Round Robin Interview
 - Behavioral
 - Short Case
 - Other Fun Q's
- Notified via email by Friday evening, 9/16
- *Dress Code: Casual*

Sunday, Sep 18

Round 2
Invite only

- Group Case Interview
- Notified via email by Saturday evening, 9/17
- *Dress Code: Casual*

Resume guidelines

We use very specific criteria when evaluating candidates to join our team

Things we are looking for

- ✓ Social impact experience
- ✓ Willingness to learn
- ✓ Leadership capacity and initiative
- ✓ Teamwork experience
- ✓ Specialized/ problem solving skills
- ✓ Values alignment with our organization:
 - For example: Global perspective, Mentorship, Attention to detail

Things we are NOT looking for

- Previous consulting experience
- Specific majors or academic backgrounds

Check out our recruitment resources at
www.sbccornell.org/apply

What are we looking for in an interview?

Some insight into our interview grading rubric...

Kindness &
Empathy

Passion for
SBC

Problem
Solving Skills

Fluency in
Social Impact

Critical
Thinking Skills

Leadership
Potential

Teamwork

Creativity

Interest in
Client-Focused
Work

Some Tips to Prepare for SBC Recruitment



Practice SBC-type Cases

Read through a few case examples on our website

Move onto live practice with other students to get comfortable thinking about and solving a problem out loud



Prepare for Behavioral Qs

Go through your resume and make sure you can speak clearly and concisely about your past experiences

Common questions include 'why SBC', and questions related to your passion for social impact/ teamwork/past experiences



Be confident & genuine!

Don't be shy to share your experiences with us!

We are not here to interrogate you – we want to learn more about you and your interests!

||| Learn more about us!



Website: www.sbccornell.org

Email Contact: applications@sbccornell.org