



# YUCG Information Session

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Fall 2020  
Recruiting

# Today's Plan



But first, a game (market sizing!)...

- How many Tik Tok videos are viewed worldwide every day?

**1.3 Billion**

- What's the point?
  - Consulting is about how you think, not what you know.

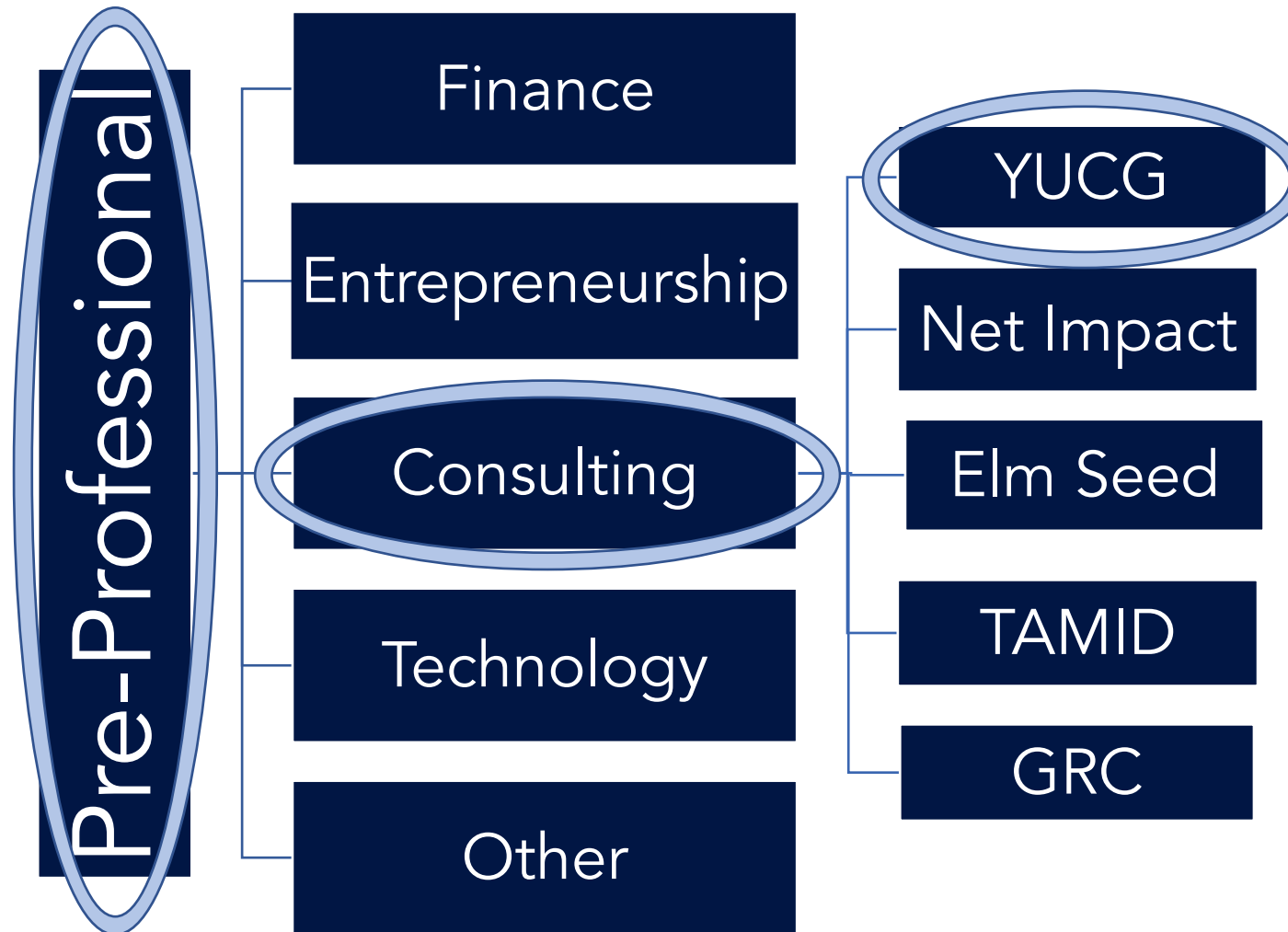


# A Bit of Background



We are here!

# A Bit of Background

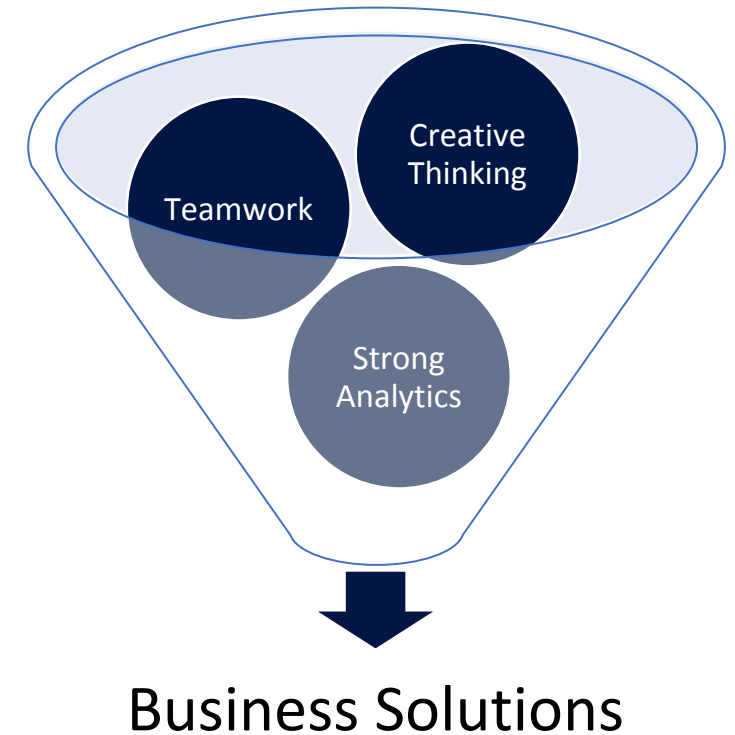


# What is Consulting?

- Consulting is a catch-all term meaning problem-solving for business
- These problems could be financial, logistical, analytical, etc.
  - The diversity is part of the fun!

## Some Examples

- State of Connecticut looking to increase organ donation?
- Should Microsoft buy Tik Tok?
- How can Chicago public schools maximize the effectiveness of online teaching?





# Why Join a Consulting Group?

- Develop the skills, experiences, and knowledge necessary to thrive in life after Yale
  - This applies even if you aren't interested in a consulting career after graduation
- Bridges the gaps in a liberal arts education
- Be a part of a forward-thinking, prepared, and ambitious community
- Provides an escape from the Yale bubble

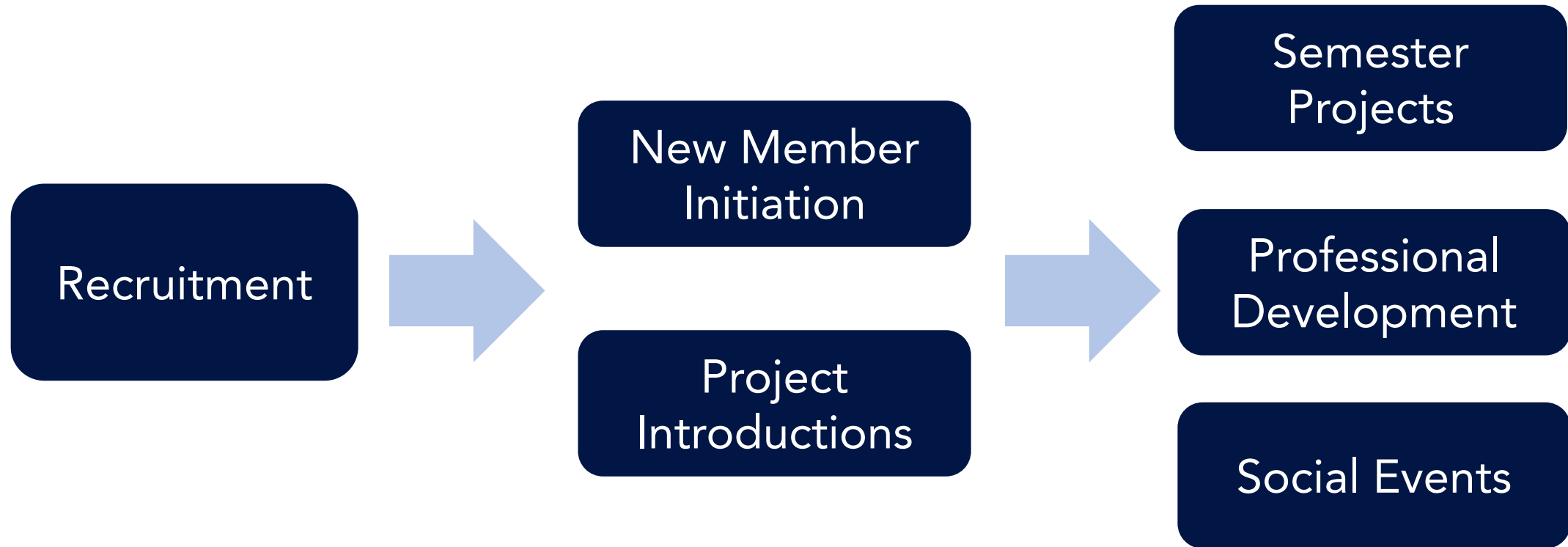
# Why Join YUCG?

What makes us different from  
other consulting groups on  
campus?





# A Semester in YUCG





# Semester Projects

- Each semester, YUCG provides consulting services to 4-6 clients
- Teams of 4-8 consultants (YUCG members), led by a project manager, will be responsible for each of the projects
  - Frequent calls with the client to identify project objectives and deliverables
  - Weekly group meetings to brainstorm collective strategy, gameplan next steps, and present findings (about 2 hours/week)
  - Individual project work (about 5-8 hours/week)

# Past Clients Include...



**BK  
DS**

Brooklyn Data Science



**KAPLAN**

TEST PREP AND  
ADMISSIONS

WeChat

**TEACHFORAMERICA**



UnitedHealth Group



**SOCIETE  
GENERALE**

# Past Projects Include...

- Assisting a cryptocurrency exchange in developing a leverage trading offering by benchmarking industry standards and customizing these standards to tailor to the exchange's unique clientele
- Evaluating the effectiveness of a multinational Fortune 500 technology firm's customer service via social media, providing innovative recommendations to solidify client's position as market leader.
- Developing high-ROI marketing strategies tailored to Yale student events and social habits to enable an online food delivery service to raise its profile on campus
- Assessing competitive landscape, market trends, and recent innovations in agrotechnology to help a startup capitalize on a rapidly evolving industry.



# Professional Development



Consulting frameworks and techniques



Casing-Interview Preparation



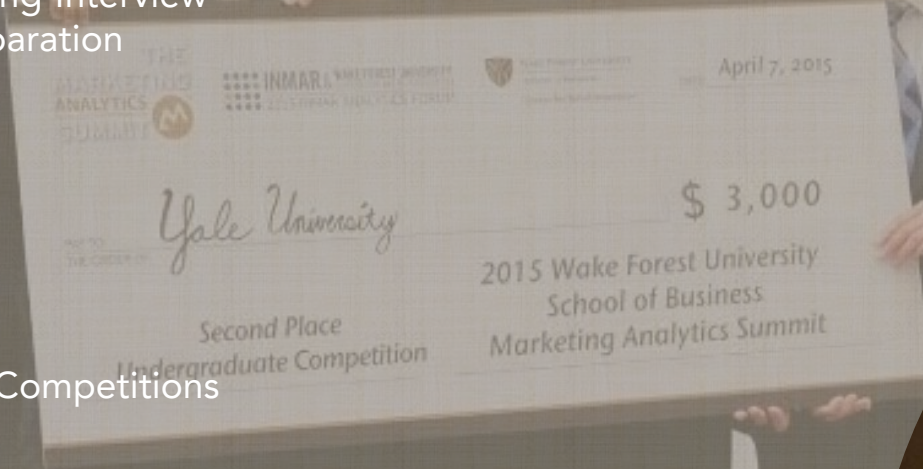
Resume and Cover Letter Writing



Case Competitions



Excel, Powerpoint, Tableau





# Social Events



Mixers with  
other  
Pre-Professional  
Yale  
Organizations

Weekly YUCG  
Team Dinner

Team Bonding  
Events (e.g.  
Escape New  
Haven!)

# Life After YUCG...



McKinsey  
& Company



Bank of America

Blackstone



ANALYSIS GROUP  
ECONOMIC, FINANCIAL and STRATEGY CONSULTANTS



BAIN & COMPANY



DE Shaw & Co



Goldman  
Sachs



pwc



# The Recruiting Timeline



- Most of these events are optional! Do not feel obligated to attend all (or any) of them. These events are resources for you to learn about us and help you prepare for the application and interview process.
- There are three mandatory elements of the recruiting process
  - Application Deadline (September 18, 11:59)
  - Interview Weekend (30 minute interview conducted sometime during the weekend of September 25-27)
  - Member Training and Initiation (October 3, time tbd)

# What Are We Looking For?

- Do not load your answer with technical jargon or regurgitate information from online resources
- Consider these things while writing your case:
  - Create structure in your answer
  - Make it easy for us to follow your logic
  - Take time to brainstorm creative solutions
  - Present your solution in a persuasive way





# Thank

# You!

Please feel free to contact  
[julia.wu@yale.edu](mailto:julia.wu@yale.edu) or  
[michael.barresi@yale.edu](mailto:michael.barresi@yale.edu) with any  
questions and don't forget to submit  
your application by September 18 at  
midnight!



Questions?