Aims for today’s Careers Lunch and Learn are to

- Understand the graduate labour market and your next steps within it
- Know your options are with your degree
- Gain an overview of marketing and consulting

Please turn on your phone, laptop etc and take as many pictures as you like. And, ask questions as we go
Potential careers options can look like this

- **Industry**
  - Functions within IB
    - e.g., Private Wealth Management
  - SME and Start-ups
  - Marketing
  - Enterprise and Entrepreneurship
  - IBD M&A

- **Consulting**
  - Accounting, Risk and Assurance
  - Banking
  - Banking/Financing (Treasury/Transaction Management)
  - Insurance

- **YOU ARE HERE**
## Competition – in numbers

<table>
<thead>
<tr>
<th>Category</th>
<th>Applications</th>
<th>Round 1 interviews</th>
<th>Final round interviews</th>
<th>Offers</th>
<th>Acceptances</th>
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<tr>
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<td>7738</td>
<td>265</td>
<td>200</td>
<td>105</td>
<td>72</td>
</tr>
<tr>
<td>Competition – in numbers</td>
<td>3%</td>
<td>75%</td>
<td>53%</td>
<td>69%</td>
<td></td>
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</tbody>
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*Taken from Nomura – The Impact of Evolution*
Marketing and advertising

• A segment of the economy concerned with the production of products and services
• Divided into sectors typically on the basis of products and services supplied
• Includes Energy, FMCG, Healthcare, Manufacturing, Media, Marketing, Technology, Telecoms
• And there are thousands of companies – from small start-ups to multinational corporations
1+1=3 A MASTERCLASS IN HOW TO BE MORE CREATIVE

PUBLISHED April 4th, 2015

How do you make something out of nothing?

One Plus One Equals Three goes straight to the heart of the creative impulse. Combining Dave Trott’s distinctive, almost Zen-like storytelling, humour and practical advice, its collection of provocative anecdotes and thought experiments are designed to light a fire under your own creative ambitions.

From tales of 18th century Japanese samurai to classic battles between ‘creatives’ and ‘suits’ in the boardroom, these stories act as a rallying cry for individuals and businesses who want to think differently, stand out and challenge convention.

Available from Amazon
Explore Employers
Download the Debut app today and find amazing graduate scheme and internship opportunities from top employers

Debut.careers
For unpublished jobs

Creativepioneers2.co.uk
Many large companies have marketing functions – research where you would like to work
This map shows how analytics, data science, advertising and marketing is tracked using only one company – John Lewis.

Source: Financial Times,
Customer data sharing comes out of the shadows, 5th January 2018
Graduate Programmes

• A training programme for graduates
• Aim to develop trainees to ensure a pipeline of future leaders
• Provide challenging opportunities for each trainee to develop a range of competencies and an understanding of the sector and company business
• Run over a fixed period (12, 24, 36 months) during which trainees will undertake placements working within their chosen function (e.g. marketing)
Graduate Programme from Pharma

**GSK: Sales and Marketing Future Leaders Programme**

- 2 or 3 year development programme
- No previous experience required
- Open to all degree disciplines, 2.1
- Mobility is important
- Number of vacancies - competitive
What companies look for when hiring

4 things firms are looking for throughout the recruitment process – focus on emphasising these in your CV

1. ACHIEVEMENT – are you an achievement-oriented goal-setter?
2. PROBLEM SOLVING – do you have good analytical, conceptual and quant. skills?
3. PERSONAL IMPACT – do you influence people?
4. LEADERSHIP – are you a leader?
What do companies look for in Marketing candidates?

- **Sector Knowledge**
  - Strong interest and understanding of company & products
  - Experience desirable but not essential for all
  - Competitor knowledge

- **Technical Knowledge**
  - Analytical and problem solving skills
  - Degree modules and personal insights
  - Research heavy in strategy area of marketing

- **Soft Skills**
  - Leadership potential
  - Confident communication and presentation skills
  - Humility and ‘down to earth’
  - Influencing skills
  - Results orientation

- **Extra-curricular**
  - Experience from student clubs, social life etc.
  - Achievements through interests
  - Interest in campaigns – have you followed any from conception to promotion to gauge outcome?
To succeed in a Graduate Programme

You need to be:
• able to express your own opinions
• resilient
• establish good working relationships
• a self starter
• influence key stakeholders
• have excellent communication skills
• commercially driven
What other types of jobs may interest you

- Customer Development/Sales
- Marketing (e.g. Brand Management)
- Business Development
- Operations (e.g. Procurement, Manufacturing & Supply)
- Strategy
- Project Management
- External Relations
- Information Management
- HR
When searching, start with these

• For QMUL, TargetConnect and QMPlus (Careers)

• Other good sites
  Prospects.ac.uk  Targetjobs.co.uk
  getin2marketing.com

And these are good for lists of and insights into top UK recruiters
What is a management consultant?

Any professional who provides advice and assistance to others, usually for financial reward. This covers many roles operating in almost any industry.

Identifies, diagnoses and solves business problems and issues.
That’s very general - what distinguishes what management consultants do?

Management consultants:
• Identify, diagnose and resolve business issues
• Provide resources
  • People
  • Access to data and expertise
  • Impartiality
• Operate at many levels
• Work with others
  • Clients
  • Case teams
• Work on projects ('cases' or 'engagements'), lasting from a few weeks to several years

Provide an objective view of the way forward and/or help the client to achieve something they can’t do alone

Logic

Speed
How do they do that then? – Workplan, analyse, communicate!

Strategic Problem Solving Process

- **Problem Framing**
  - Impact
  - Insight

- **Problem Structure and Hypotheses**
  - Key elements
  - Early hypotheses

- **Issue Prioritisation**
  - Speed
  - 80:20

- **Output Communication**
  - Buy-in
  - Implementability

- **Synthesis and Recommendations**
  - Solutions
  - Actions

- **Analysis**
  - So what - insight
  - Justification – how do you get the data to prove it?

- **Work Planning**
  - Efficiency
  - Leverage

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Business Problem

Next iteration? New priorities?
What makes a great consultant or strategist?

Not just the attributes, but how good on each...
The interview process usually involves 2 to 3 rounds

**Interview Round 1:**
- ‘Fit’ interview
- **Case Study interviews (2)**
- Fit and Case may be combined

**Interview Round 2:**
- ‘Fit’ interview
- **Case Study interviews (2 or 3)**
- Usually with partners
  - ‘Weak spots’ tested

**Additional Tests (sometimes):**
- Role play
- Group exercise
- ‘Business acumen’ test

![JOB OFFER!](image)
There are at least 3 types of case: 3. Business Case

**Brainteaser #1**
What is the angle between the big and small hands on your watch if the time is a quarter past three?

**Estimation #1**
How many gallons of white house paint are sold in Spain each year?

**Brainteaser #2**
Why are manhole covers round?

**Estimation #2**
Estimate the weight of a Boeing 747

**Business Case**
You are the CEO of an insurance company. You want to launch an e-commerce business that is synergistic with your current insurance products, but that is not an insurance product. How do you decide what this on-line business should sell?
The appeal of consulting is different for different people. Why are you’re interested ....?

Extremely **selective hiring** – it’s like winning a prize

Immense capability of your colleagues – **smart, charming, driven** people

**Great employers** – training, benefits, offices, personal development

**Remuneration**’s good – particularly if you stick around a few years

**Professional service** – solving clients’ problems

Opportunities to **travel** (+/-)

**Skills are portable**

**Variety**: of problems to be solved; of industries/organisations

**Intellectual challenges**

**Interpersonal challenges**

**Influence** (power?)

Ability to create completely new **intellectual capital**

**Value** creation

Opportunities to **develop, coach and train** others (clients, juniors)

Looks very good on your **CV**
…but not everyone will enjoy it

Hiring is very selective – esp. in Top Tier firms
You have to be highly driven and work hard

60+ hour weeks remain normal, and 80+ hour weeks are not unknown
Travel commitments can be onerous

Consultants need to work with their clients. This may mean extensive periods of travelling, living away from home 4 days a week

Things change
Constantly. Project allocations, travel arrangements, meeting times, holiday plans, development targets…
How does a consulting career work?

1 Bain, 2 McKinsey, 3 BCG, 4 Booz
Note: Timings very approximate
Competencies recruiters look for, especially Consulting firms

- **Judgement**
  - Intellectual capacity
  - Comfort with ambiguity
  - Business judgement
  - Creativity
  - Ability to listen and learn

- **Personal Impact**
  - Presence
  - Confidence
  - Vs - ego
  - Team player
  - Credibility
  - People skills

- **Leadership**
  - Integrity
  - Inspirational
  - Can take personal risks
  - Student activities
  - Maturity

- **Drive and aspiration**
  - Enthusiasm
  - Driven by results
  - Action oriented
  - Desire to excel
  - Demonstrating success outside of academic studies

- **Digital skills**
  - Deal with complexity
  - Literacy
  - Numeracy
  - Autonomy
  - Collaboration
  - Adapting to new /evolving technology

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Resources

• Targetjobs
• Search targeted jobs websites, e.g., top-consultant.com, MCA.org.uk
• Search company websites: large, small, boutique, top tier, full
• Recruitment Agencies: +/- may depend on your experience
  • BLT.co.uk – niche specialist recruitment esp. in Consultancy
• Networking and contacts (personal, university and through LinkedIn)
Recap

Management consulting is a broad field, concerned with solving clients’ business problems at all levels

Value, rigour, speed and independence are key

Consultants work in teams, and apply a rigorous problem solving process

Consulting has many attractions, but will not suit everyone

Only you can tell if it’s for you – take today as a starting point and research the sector, and firms…

For both Marketing and Consulting careers use the resources available to you from Careers & Enterprise and contact me
Thank You

Iain McLoughlin