

To: Professor Hartl, Business Department Chair & Career Services Director

From: Lara Noe, Assistant Researcher

Date: March 6, 2023

Subject: **Evaluation of McKinsey & Company**

There are different types of companies that can be considered as possible employers. It is important to gather all necessary information about them before applying for jobs. Institutions such as Career Services create opportunities to facilitate contact between students and employers.

The Problem

Alliance University's Career Services department aims to connect students with potential employers who offer valuable job opportunities and long-term career growth. To ensure our students benefit the most, we evaluate companies based on their culture, values, and job opportunities. Due to resource constraints, we prioritize inviting companies that align with our students' career goals, offer internships and entry-level jobs, and have a commitment to diversity and inclusion. We assess companies such as McKinsey & Company based on their hiring practices and employee development programs. By inviting the right companies to our campus, we provide our students with the chance to interact with industry professionals and gain valuable insights into their chosen fields.

Overview

McKinsey & Company is a management consulting firm, headquartered in New York City. McKinsey provides strategic management consulting services to businesses, governments, and nonprofit organizations. Their services include business strategy, operations, organizational design, digital transformation, and sustainability. McKinsey's clients include some of the world's largest and most successful companies, as well as startups and emerging businesses. The company is known for its rigorous and data-driven approach to problem-solving and is considered one of the most prestigious consulting firms in the world. However, the company has faced controversy over the years, including criticism of its work for authoritarian regimes and the opioid crisis in the United States.

Audience

The results of our research and analysis will be presented and reviewed by the following:

Gatekeeper: Professor Dr. Hartl - in your capacity as both the Business Department Chair and Career Services Director, you possess the authority and capability to approve this proposal and extend an invitation to a representative from McKinsey & Company to visit our campus.

Primary audience: Professor Dr. Hartl, Chair of the Business Department, Career Services Director, and other faculty members within the Business Department. Our aim is to persuade

these key stakeholders to take action by inviting a representative from McKinsey & Company to visit our campus.

Secondary audience: The entire student body, with a special focus on those who are nearing graduation and have an interest in pursuing internships or job opportunities within the management consulting sector. Our proposal is intended to benefit these students by providing them with the opportunity to interact with a representative from McKinsey & Company and gain valuable insights into the industry.

Auxiliary audience: Students who may not be directly impacted or interested in the management consulting sector but should still be aware of the potential benefits of engaging with industry professionals through the Career Services department.

Topics to Investigate

- What are the roles new employees can apply for?
- What are the different requirements needed to apply for an entry-level job?
- Is the climate nonracist and nonsexist?
- How much travel and week work are expected?
- What training is available to new employees?
- What fringe benefits are offered?
- How soon is the average entry-level person promoted?
- Is there a "busy season", or is the workload consistent year-round?
- What is the corporate culture?
- How strong is the company economically and how is it likely to be affected by current economic, demographic, and political trends?

Methods & Resources

I plan to conduct thorough online research on both the official website of McKinsey & Company and other relevant websites to obtain more information about the company. To ensure the credibility and accuracy of my sources, I will carefully select reliable primary references. Additionally, I intend to review McKinsey & Company's rankings and statistics to gain a better understanding of their reputation and public perception.

Qualifications

I acknowledge that conducting extensive research and gathering detailed information is crucial for each company, which is why I am particularly interested in thoroughly evaluating McKinsey & Company to confidently recommend it to college students. My high expectations have led me to understand my capabilities, and I am determined to guide others in making informed academic decisions, just as my advisors did for me. I am confident in my ability to identify promising companies and invite potential future employers to our campus, offering suitable internship and full-time consulting job opportunities for myself and my fellow students.

Work Schedule

Researching	4 hours	March 22-24 th
Creating Report	4 Hours	March 25 th
Revising Report	2 Hours	March 29 th
Editing Report	4 Hours	April 4-5 th
Proofreading Report	1 Hour	April 14 th
Rehearsing Report	4 Hours	April 15 th

Call to Action

After completing my research on the above topics and presenting my results, it is my hope that McKinsey & Company will be considered a desirable employer for students seeking a wide range of jobs. By providing insight into the application requirements, I hope to provide interested students with the knowledge necessary to take advantage of the benefits the company offers.