

Abby Allison

Mr. Speice

Independent Study and Mentorship Program

March 8, 2018

Final Product Brainstorm

Mentor Assessment 3

Mentor: Susan Meyers

Profession: Management Consultant

Location: North Italia, 7501 Windrose Ave D190, Plano, TX 75024

Date: 02/08/2018

Time: 12:30 PM

Assessment:

During the lunch with my mentor, we discussed many different ideas for final product and dates. This brainstorming session with my mentor was crucial to filling out my product proposal and beginning the process of completing the final product. I am extremely excited about getting started on my final product work.

First, I went through some of my ideas for final product and asked for her feedback. I was hoping I could work with Disney and create a solution on how I can combine their Magic Band technology with their new Star Wars hotel. Since I am in high school and I do not have a management consulting contract with Disney, I would have to

try to contact Disney to hopefully get their approval if I was to actually work with them. My mentor and I discussed how to go about getting Disney's official approval with help and qualitative data. She suggested starting with easily accessible Disney employees such as intern recruiting or HR recruiting. If I contact many people, someone along the chain will likely respond. This relates back to my previous learnings in the beginning of the year. I contacted so many management consultants, I finally got a few to respond. I now realize the importance of persistency in the field of business. The suggestion to contact as many as possible was not surprising as I previously had to contact many and motivating to get back to "cold calling". I did not have much success contacting management consultants from their work extensions as I almost always went to voicemail and realized they rarely go to their offices. I am going to try to contact Disney by email as many professionals check their emails frequently.

A suggestion Ms. Susan made which I am thrilled to integrate into my final product is conducting a panel with management consulting professionals who have experience in CMT or communications, media and technology and visit the Accenture design center in Dallas. The panel is a great idea for not only networking and meeting more professionals, but to get qualitative data for my final product. Getting experienced professionals together who are great at problem-solving will allow me to see how a real consulting team works and use their experience solving similar problems and apply them to my idea. If Disney can not give their approval or provide help, I can still create a strong solution from the qualitative and experience based data from the panel. The combining of many ideas will lead to a concrete solution I hope Disney will use.

In addition to discussing the final product, we also talked about the consulting journey. Ms. Susan informed me of some tools which would help me when applying for an intern position. Some of these tools are Tableau and pivot tables. I plan on mastering both of these technologies before I apply for an internship to have a better chance at an intern spot. She also mentioned the Design Center at Accenture in Dallas. I would love to see the Design Center as it allows me to see what I have been researching: the management consulting process. I am happy with the objectives we covered and will begin contacting Disney professionals and create a formal proposal outlining what we covered.