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Mr. Speice

Independent Study and Mentorship Program

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Original Work Proposal

The purpose of the simulation is to help a company and be a starting point for future consultancy projects. I am trying to complete two stages of the consulting process, diagnosis and action planning for a real company, Walt Disney World . I am attempting to show a possible solution to Walt Disney to better their company. I was initially hoping to complete all five phases of the consultancy project, but the other phases have a lot of consulting with clients which will be hard when all I have is a data report. I feel that diagnosis with purpose analysis, problem analysis, fact finding and feedback to clients (hypothetical) will be helpful, but not unmanageable. Similarly, action planning with developing solutions, evaluating alternative and creating proposals and planning for implementation will be important to grow in my knowledge. This will include a combination of reports and timelines.

To begin, I would need to download the Disney shareholder reports. I would further research data analysis strategies and use these to gather more information. A method suggested by my mentor is to look at what the company is doing well on and what they need more help. Sometimes this is not explicitly stated, so reading between the lines on what they leave out of the shareholder report can lead you to where you should look for improvement. Also, looking for clues can help you find the growth strategy. As a result, I will have to use higher level thinking skills by doing in depth analysis of data and coming up with unique and innovative solutions.

By completing my original work, I would have demonstrated my research. This is because my research is on the phases of management consulting which are directly in the project since I am completing those phases. Coming up with a plan is synonymous with an understanding of management consulting because knowing the process is a major part of the job and is done with every company. The original work will be difficult to complete because it will push me outside of my comfort zone and force me to analyze data, synthesize it and come up with a strong solution by evaluating all ideas. Also, innovative ideas can be hard to come up with forcing me to spend a lot of time thinking about creative, original solutions. The reports will be detailed, neat and professional because my mentor stated she could send over some templates to follow which will guarantee a professional product since they are used by real professionals. My original work will be groundwork for further learning as it is an application of my research and I am doing what real consultants do for their career.