EXTENDING GOIZUETA’S VALUE TO THE BUSINESS COMMUNITY, WHILE ACCELERATING STUDENT CAREER READINESS.
WHAT PROBLEM CAN WE HELP YOU SOLVE?

Bring us your toughest problem, and we’ll put our brightest minds on it. We’ll look at your complex issues from every angle with a fresh perspective. We’ll leverage our extensive research, resources and expertise. You’ll get more than you bargained for with real solutions that deliver real results. That’s Goizueta IMPACT.

For over 25 years, Goizueta has been partnering with businesses and organizations to extend the value of our faculty and student talent beyond the academic environment to client projects. Experiential learning that bridges the theory of business through real world experience is a hallmark of the Goizueta MBA.

Integrating education with engagement, we create custom student teams with faculty oversight to develop innovative solutions that will have an impact on your business. In turn, Goizueta students graduate with the capabilities and confidence to succeed in the real world, armed with practical experience, effective leadership skills and the tools to solve a broad array of problems.

Come see why many of our clients return year after year for this mutually beneficial relationship.
“The teams uncovered great consumer insights, and then provided frameworks through which we could think about the areas that needed to be addressed. They left us feeling really clear as to what we had to go and do. Now we just actually need to do it!”

Lorna Summerville
Chief Marketing Officer for Function of Beauty and IMPACT Project Sponsor

WHAT ARE THE BENEFITS OF PARTNERSHIP?

• Gain fresh perspectives, data-driven insights and actionable recommendations on a key business issue
• Access expert faculty, research, tools and Goizueta Business Library resources
• Build brand equity with the MBA population and engage with a diverse talent pool

“Technology is changing the way we do business every day. The students have grown up in this digital environment and are more attuned to what is interesting and what the next hot topic will be. This fresh perspective was valuable and not something you get from a traditional consulting environment.”

Debbie Perantoni, 00EvMBA
Director Consent & Preference Management for AT&T Mobility and IMPACT Project Sponsor
HOW DO PROJECTS WORK?

IMPACT clients can expect a team of five to six students working together to address one of the organization’s critical issues. Our students complete required coursework that equips them with the principles, processes, tools and frameworks of effective problem solving. They integrate these core management skills with the business knowledge gained through other courses and apply it to their client’s project.

Students are in regular contact with client liaisons to review findings and receive feedback, as well as to request information and data needed to complete the analyses. Throughout the project duration, we provide hands-on leadership coaching to ensure team effectiveness. At the conclusion, the team will deliver their solutions and actionable recommendations, so your organization can achieve results.

All students across degree programs complete an IMPACT project as part of their Goizueta experience. Project design and fees vary by MBA program, with opportunities to do projects year-round.

<table>
<thead>
<tr>
<th>MBA PROGRAM</th>
<th>PROJECT TIMELINE</th>
<th>PROJECT DURATION</th>
<th>PROPOSALS DUE</th>
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</thead>
<tbody>
<tr>
<td>Full-Time One-Year MBA</td>
<td>July to mid-August</td>
<td>6 weeks</td>
<td>May</td>
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<tr>
<td>Full-Time Two-Year MBA</td>
<td>January to early-May</td>
<td>14 weeks</td>
<td>October</td>
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<tr>
<td>Evening MBA</td>
<td>August to early-December</td>
<td>14 weeks</td>
<td>July</td>
</tr>
<tr>
<td>Executive MBA</td>
<td>August to early-December</td>
<td>14 weeks</td>
<td>July</td>
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“We had the chance to work on an interesting and exciting project, manage a real client relationship, determine what was important and own all of our decisions as a team. I don’t think there is any way to recreate that type of experience in a classroom setting.”

Elizabeth Hitti 21MBA

REAL SOLUTIONS THAT DELIVER REAL RESULTS
WHAT ARE THE CLIENT’S RESPONSIBILITIES?

- Define the project scope with the faculty team
- Designate two dedicated liaisons for the student team(s)
- Share company data and information for research and analytical purposes
- Provide the project fee, determined based on the scope and duration of the project

WHAT ARE EXAMPLES OF PROJECTS?

- Developed a business strategy for an electronic medical records company to market its system to mental health providers. Project required estimating market size, revenue, and pricing as well as estimating ROI.
- Provided recommendations to an automotive company on how they should integrate and use sustainability efforts and investments to compete for the next generation of luxury car buyers.
- Evaluated an Interactive Voice Response system for large retail chain to improved customer experience and help relieve the stores of non-value-added calls. Project focused on discovering existing opportunities and made prioritized recommendations that considered value, cost, and overall level of effort to improve the overall call handling.
- Developed a marketing strategy to help a local museum understand re-engage lapsed members, improve retention rates and better appeal to potential members leveraging primary and secondary market research.

“This was stellar work, both insightful and actionable. My takeaway from the presentation was that in Goizueta, we had found an impressive pool of talent who contributed real value to evolving our business strategies.”

Klaus Zellmer
President and CEO of PCNA

WHO ARE PAST CLIENTS?

We have partnered with more than 150 clients since the program began, including:

American Cancer Society
ARGOS
Azalea Health
Boys & Girls Clubs of America
Cox Communications
Delta
function of beauty
Georgia-Pacific
KIPP
Metro Atlanta Schools
newell brands
The Coca-Cola Company
FOX Theatre Atlanta
“GOIZUETA IMPACT IS A GAME CHANGER FOR OUR CLIENTS, as well as our students. Over the past 25 years, we have refined this unique program so that our projects deliver consulting-quality solutions and recommendations to our partners, while enabling our students to build critical real-world experience that accelerates their career readiness. Our partners tell us the returns to their organizations, compared to their investment, are exponential. We are proud to say there is no program quite like it at any other business school in the world.”

Lynne Segall
Associate Dean, Goizueta IMPACT

WAYS TO CONNECT WITH US ► ► ►

Lynne Segall, Associate Dean, at lynne.segall@emory.edu or 404-727-2387
Kore Breault, Program Director, at kore.breault@emory.edu or 404-727-1109
Visit us on campus to take a tour, sit in on a class or meet with a professor.
Go to emory.biz/GoizuetaIMPACT to see more about the program and recent projects.