

EMORY



GOIZUETA  
BUSINESS  
SCHOOL

GOIZUETA  
BEYOND

100<sup>th</sup>

# GOIZUETA IMPACT

EXTENDING GOIZUETA'S VALUE TO THE BUSINESS COMMUNITY,  
WHILE ACCELERATING STUDENT CAREER READINESS.

# WHAT PROBLEM CAN WE HELP YOU SOLVE?

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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. ▶▶▶



**"They were able to deliver some meaningful results that helped us grow double digits in a new market. It was really exciting!"**

**CYNTHIA KANTOR**  
SENIOR PRODUCT LINE EXECUTIVE  
GE

## **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

**"We got great value from the Goizueta IMPACT program. The students brought a unique set of skills, experience, and perspectives that helped us reframe several critical issues. Their analytical approach allowed us to more clearly evaluate our options and make more informed decisions. Overall, it felt like we were working with a world-class consulting firm."**

**ADAM CHAIT**  
CEO, THE ATHLETE'S FOOT



## HOW DO PROJECTS WORK?

Goizueta 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.**

MBA PROGRAM	PROJECT TIMELINE	PROJECT DURATION	PROPOSALS DUE
Full-Time One-Year MBA	July 1 to mid-August	6 weeks	May
Full-Time Two-Year MBA	January to early-May	13 weeks	September
Evening MBA	August to early-December	13 weeks	July
Weekend MBA	September to early-December	10 weeks	July
Modular MBA	January to early-May	10 weeks	September

**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?

**ALLIANCE THEATRE:** Help a nonprofit increase sales through diversified audiences and community engagement.

**KING'S HAWAIIAN:** Determine the most effective operations strategy to manage supply chain cost-to-serve.

**THE COCA-COLA COMPANY:** Identify the best digital technology solutions for mobile consumer engagement, mobile payments and consumer loyalty.

**TURNER:** Develop a strategy to grow non-linear programming revenue.

"There were so many different times during our presentation when we would communicate something, and you would see a light bulb going off in the crowd. That really made all the intense work worth it."

EJIOGU NDUBIZU | 16MBA

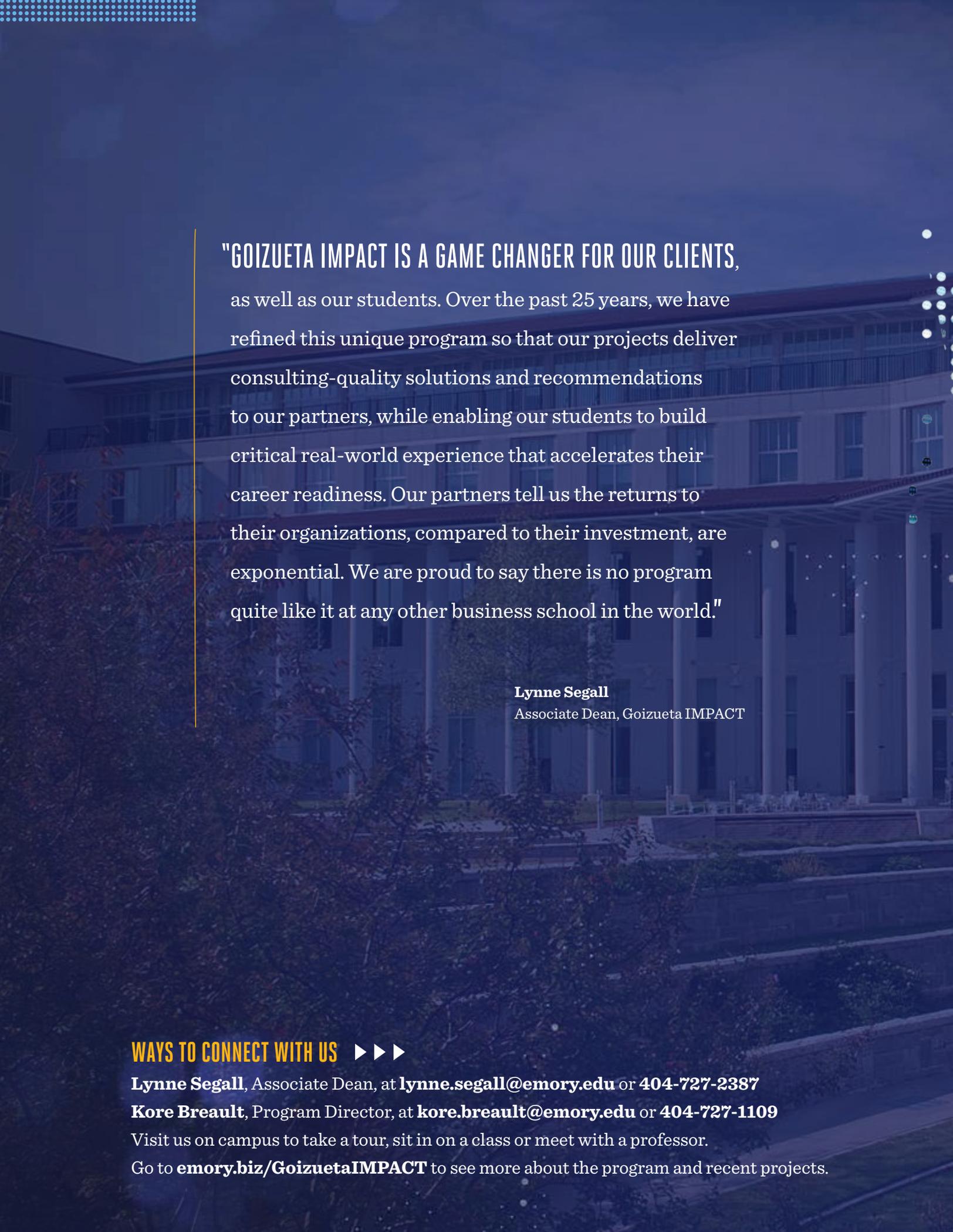
## WHO ARE PAST CLIENTS?

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



*The Coca-Cola Company*





"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](mailto:lynne.segall@emory.edu) or **404-727-2387**

**Kore Breault**, Program Director, at [kore.breault@emory.edu](mailto: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](http://emory.biz/GoizuetaIMPACT) to see more about the program and recent projects.