Introducing GOIZUETA IMPACT

Bring us your toughest challenge, and we’ll put our top talent on it. We’ll take an outside-in perspective from every angle, work a wholly participatory, hands-on approach, 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 20 years, Goizueta has been partnering with businesses and organizations to extend the value of our faculty and student talent beyond the academic environment. Now, we’re calling it GOIZUETA IMPACT. It’s a new name for our proven approach to delivering value through client projects that make a significant impact on the organization and an impact on our students. 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 change your business. Many of our clients return year after year because of the tremendous results with minimal investment. In turn, Goizueta students graduate with the capabilities and confidence to succeed in the real world, armed with a wealth of experience, effective leadership skills and the tools to solve a broad array of problems. GOIZUETA IMPACT creates a mutually beneficial relationship all the way around.

"Our approach to business education is rooted in our belief that experience-based learning is central to creating holistically trained graduates. For over 20 years, our partners in the business community have invested in our talented students by sponsoring projects that allow them to develop acumen in a hands-on way. Those same partners consistently tell us that the reward—in terms of business impact, recruiting strength and corporate goodwill—is far greater than the investment."

– Erika James, Dean, Goizueta Business School

GOIZUETA IMPACT PROJECT DATES

APRIL 15
APPLICATION DEADLINE FOR SUMMER PROJECTS

JULY 15
APPLICATION DEADLINE FOR FALL PROJECTS

SEPTEMBER 1
APPLICATION DEADLINE FOR SPRING PROJECTS

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Go to www.emory.biz/GOIZUETAIMPACT to see more about the program and recent projects.

WHAT DO YOU GET WHEN YOU PAIR GOIZUETA MBAs WITH EXPERT FACULTY AND GIVE THEM A PROBLEM TO SOLVE?
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WHAT ARE THE BENEFITS OF PARTNERSHIP?

• **Real Talent:** Goizueta attracts the brightest minds in the business world. You’ll get a diverse pool of talent who can apply critical thinking with a new perspective.

• **Real Insights:** Our expert faculty help uncover blind spots, identify trends and anticipate both challenges and opportunities. A faculty advisor will mentor your team and help the students to leverage our research, resources and expertise.

• **Real Visibility:** Our partners often develop deep relationships with their student teams, while creating greater visibility at Goizueta. This can yield strong dividends in recruiting top talent.

• **Real Solutions:** Our students will perform data-driven analyses and use the latest business tools and research to develop real solutions with a set of actionable recommendations to deliver real results.

HOW DO PROJECTS WORK?

GOIZUETA IMPACT projects enable our students to build a bridge from theory to practice. Our students complete required coursework that equips them with a driven framework, tools and processes to tackle complex problems effectively. They integrate their coursework, craft management skills with the business acumen gained through their other courses and apply it to their client’s project.

Goizueta’s clients can expect a team of three to six students working together to address one of the organization’s critical issues. Students are in regular contact with client liaisons to review findings and receive feedback, as well as to request information and data critical to completing the project. Throughout the project duration, we provide hands-on leadership coaching to ensure team effectiveness.

WHAT MAKES A GOOD PROJECT?

Goizueta students are ready to tackle a broad array of organizational challenges. Give us an issue of strategic importance or a complex problem that is multi-disciplinary in nature. We will bring you creative solutions that can transform your business. Some questions addressed with past projects include:

- **The Coca-Cola Company:** What are the best digital technology solutions for mobile consumer engagement, mobile payments and consumer engagement in China?

- **Focus Brands International:** How should Focus Brands International enter the China market with Auntie Anne’s Pretzels and create a sustainable business model in China?

- **Private Equity Sponsor:** Can we increase the value of a recently acquired trucking company through bolt-on acquisitions, and how should we expand in terms of geographies, industry verticals and specific targets?

WHO ARE PAST CLIENTS?

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

- American Cancer Society
- Atlanta Thrashers
- Beats By Dr. Dre
- Chubb Insurance
- Cox Communications
- Delta Air Lines
- FOCUS Brands
- GE
- Georgia-Pacific
- IBM
- Kimberly-Clark
- Mohawk Home
- Newell-Rubbermaid
- Rallings
- SAP
- Siemens
- Solvay Pharmaceuticals
- SunTrust
- The Coca-Cola Company
- The Home Depot
- Turner
- UPS
- The United Way
- The Weather Channel
- WebMD

WHAT ARE THE CLIENT’S RESPONSIBILITIES?

- Work with the faculty team to create a defined scope that will ensure high quality results for your organization, while providing an excellent learning opportunity for our students.

- Provide two dedicated liaisons who will be available to connect with the student team on a regular basis for status meetings, access to data and review of deliverables.

- Provide company data and information for research and analytical purposes. (If there are confidentiality concerns, project teams will sign non-disclosure agreements as required.)

- Pay the project fee, which will be determined based on the scope and duration of the project.

“**They were able to deliver some really meaningful results that helped us grow double digits in a new market.**”

- Cynthia Kowal, Senior Product Line Executive, GE

“The value for the money was far superior to what we’d get by paying ten times the amount for another consulting firm. I was impressed by the caliber of thinking and professionalism of the students.”

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That Deliver Real Results.

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