

Detailed talking points/comparisons between the Wharton Global Consulting Practicum vs. our competition

Wharton Global Consulting Practicum

Our Competition

Service

Professional network supporting a core team composed of the top students screened and handpicked for the client and their decisions. Professional network includes: TAs, faculty, industrialists, country managers, top consulting firms, leadership board, Wharton alumni.

No professional network or a professional network that is superficial, frequently rooted in academia alone. As a result, the teams frequently stand alone with superficial external input - rendering the team as a "cheap research body shop."

Team

Ten resources providing 100-200 primary research points (plus whatever else). 1/2 of the team located within country enabling ongoing personal interaction with cultural affiliation benefits. Local resources enable strategic recommendations to be more insightful and relevant for the client (vs. a team exclusively in the US). The whole team meets the client and delivers recommendations to deepen understanding. Students are creme-de-la-creme based on Wharton's admission screening and the GCP's selection process. Wharton West students have that much more professional experience. The professional network deepens student passion and commitment to the project as they are part of "something big" when servicing a client paying a sizable sum of \$.

Fewer people with less work done during the project, frequently emphasizing secondary research. Teams are frequently "removed" from the client or don't engage the client as effectively as the GCP. Lack of local resources can result in recommendations that are not sensitive to client organizations. The clients also lack a local face to discuss the project on an ongoing basis. Students frequently sign up for projects and teams are not handpicked/tailored to the client resulting in skill set mismatches. Not Wharton student quality. Student commitment tends to be lower in the absence of the professional network and the low pressure of a minor client fee

Faculty and Infrastructure

Academic and non-academic professionals with Wharton roles exclusively focused on the GCP in most cases, enabling better QA and non-superficial input from faculty. Wharton's intellectual resources unmatched at most universities. Dedicated administrative support across two countries/schools and computing infrastructure (i.e., web cafe housing some intellectual capital) that enhances team collaboration and insights

Frequently superficial. Faculty's alternative interests preclude focused involvement with the project resulting in superficial contributions. In many cases, the faculty is seeking to "tick a box" as a contributor to the school, or is seeking to use the project for personal research purposes. Academicians with little linkage to the "real world." Administrative support doesn't exist or is insufficient. No/Little intranet capabilities offering administrative and intellectual support. Not Wharton quality

Question & Answer Mechanisms

DA, professional network connections, structured client involvement, multiple passes at recommendations and deliverables, bring alive, layered faculty involvement, the Wharton brand (builds confidence when clients need to sell ideas within their organization), handpicking of the teams upfront, the preparation and ad-hoc, tailored support we give the teams

Non-existent or underdeveloped, frequently limited to the superficial oversight by a single faculty person

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The Global Consulting Practicum

Our Competition

Implementation

Operational implementation plans, deliverables tailored to client needs (i.e., VC-ready documents), bring alive, case-by-case follow-up support from Wharton and partner schools

Not facilitated or facilitated superficially. Emphasized deliverables are not as actionable and not as tailored to client needs

Client Fees

Exclusively allocated to execute the engagement and substantive enough to do insightful primary work (including tradeshows, in-depth surveying, etc.)

Frequently supplement faculty salaries and sap finances away from project budgets. Small client fees constrain the work to secondary research and limited primary research efforts. Clients less engaged when they pay too small of a fee due to "little skin in the game"

Project Relevance

Focused and evolves based on client decision needs, tailored recommendations based on client capabilities, ongoing client involvement during the process to build buy-in as insights are garnered by the work (enhances knowledge transfer and a better client experience when buying advisory services)

Less tailored. Emphasizes market research vs. client decision needs. Frequently doesn't evolve with client needs due to fixed, upfront problem statement. Client involvement is not appropriately structured so knowledge transfer is less effective and unwelcome "surprises" could detract from client satisfaction. Student focus is "doing a project" - not enhancing executive decision-making and learning

Focus

GCP Focus, exclusively on international projects with 25 years of experience/intellectual capital focused on market entry/expansion subject matter. We are "purposefully built" to execute our type of engagements

No focus. Will do "any project" without focused project and program design to execute effectively

Value for Money

Designed to get return on client investment in our services

Designed to buy cheap labor developing a report

For additional information, please visit the GCP website or contact the office.

Wharton Global Consulting Practicum

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