

**Example of Professor Feedback: MBA 805-806**

**Firm X Midpoint**

Below are some brief comments and feedback on the team's performance to date as well as suggestions as to what can be improved next quarter. Overall suggestion: The team should be more aggressive in building relationships with the client organization and in collecting data from interviews. This is your opportunity to learn everything there is to know about XXX industry and Y Client. It would be useful to consult Z institute who specialized in XXX industry. As soon as possible, work on the questionnaire and start conducting interviews. Good job in pushing Your Client Contact. Once you get obtain the rest of your data, your simulation should more smoothly. Please call and let me know what happens with Your Client Contact next week.

Consulting Process		
1	Client Interaction	Did Well: The team has done a good job managing e-mail, telephone and in person communication with Y Client.
		Could Do Better: The team should be more aggressive with the project sponsor with regard to defining the scope and acquiring data—both objective and qualitative data. Schedule regular meetings with client and firm up time and date in the prior meeting.
2	Professor Interaction	Did Well: The team has kept the professor closely involved with the client process through e-mail and telephone updates.
		Could Do Better: You could have involved the professor earlier to solve or resolve client and project problems with scope and data.
3	Team Interaction	Did Well: The members of the team are clearly all on the same page and each uses their strength to form a balanced, well thought out process and deliverable.
		Could Do Better: Please try to present in a manner that ensures that each team member has the opportunity to discuss their research with the client. I realize that some of you had more success than others with interview appointments. Try to work together—we know you can do an excellent job.

Content		
1	Client Meeting Preparation	Did Well: The team has exhibited good preparation skills prior to each of the team meetings. The ideas and thought are well prepared as is the presentation document. This has been acknowledged by the client.
		Could Do Better: Ensure the project sponsor knows the agenda and purpose of the meeting such that the correct people are available for the meeting.

<b>Content</b>		
2	Client Meetings	Did Well: The team is well prepared and presents a strong business case for their project. The process, methodology and benefit are typically explained well. It was valuable that you visited the call center.
		Could Do Better: The team may have been able to use the professor to escalate project issues earlier.
3	Post Client Meeting follow up and work	Did Well: The team has done a good job working with little client guidance and supervision to build their model for the project process.
		Could Do Better: Try to set follow up meetings (a specific time and place) before you conclude your meetings. Follow up with the sponsor with an e-mailed meeting summary. In addition, the team should move forward with the qualitative interviews—these will be very valuable and complement the model well!

<b>Class Requirements</b>		
1	Letter of Understanding/ NDA	Did Well: Signed the NDA and worked through project scope.
		Could Do Better: While the LOU is completed, it has not been signed. You much complete this before the end of the week.
2	Scope Definition	Did Well: Worked with a sponsor who had seasonal business time restrictions to define the scope and move forward. Helped the sponsor understand what would be of most value to his organization.
		Could Do Better: Need to get the current scope documented on record.
3	Problem definition and solving skills	Did Well: The process and model has been well thought out. Good mix of assessing via tangible (model) and intangible (questionnaire) methods.
		Could Do Better: Perhaps you will choose to sit down with the sponsor and briefly walk through your simulation and explain it to him in simple terms.