Corporate Field Consultancy

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What is CFC?

• Real World Field Experience
• Defining project scope & deliverables
• Creating, managing & following a “Work Plan”
• Managing Client relationships
• Effective communications – written & verbal
• Acquiring & analyzing data
• Develop solid recommendations from fact-based data analysis
• Making impactful presentations & formal written report
CFC Client Industries & Scale

- National, International & Local
- Manufacturers
- Healthcare
- Trade Associations
- Social Service Non-Profits
- Communication
- Museums
- Technology
Past Corporate Field Consultancy

Clients
CFC Project Scope Areas

- New Markets
- New Product Offerings
- Pricing/Service Analysis
- Improving Service
- Awareness & Fundraising
- Market Research

- Cost/Value to the Community
- Forecasting
- Customer Churn Analysis
- New Program Development
- Business Processes
CFC Outline

• Session “B” October 26 to December 11, 2020
• 3 credit course
• Project team meets Monday thru Thursday 11:00 to 12:20
  • Plus client site visits
• 4-5 Students, 2 Executive Partners & Faculty Advisor
• Register by May 15 - project interest will be surveyed in September
• Team members assigned based on balancing Student area of interest, gender, nationality & team size
CFC Timeline

By Sept 1  - Finalize Clients & Projects – Student Survey Completed

Oct 26   - CFC Team Kick off & Orientation – Session B

By Oct 30 - Initial meeting with Client completed & Work Plan developed

Oct-Nov  - Teams implement their Work Plans; weekly Client communications

By Nov 20 - Interim Client presentation completed

Nov-Dec  - Teams continue work based on interim presentation feedback

By Dec 13 - Final Report & Presentation delivered to Client’s Sr Leadership
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