



Charity Consultancy Assignment

What is it?

- This assignment forms the basis for the **Consultancy Week** which takes place in the **last week in October 2023**.
- Full Time MBA students work in **small groups** on an issue facing a specific **Scottish charity** for 3 days resulting in a **face to face presentation** (forming part of the consultancy report).
- For this we partner with a number of **3rd sector organisations** (c4/5) who set groups of MBA students a **real-life challenge** for them to provide recommendations based on their **research, learning and experience**.

Project Brief

*Whilst sales/exposure/profile are obvious opportunities, **internal people issues, organisational efficiencies and stakeholder liaison are all considered useful issues/topics**. The key is to ensure that the scope is focused so that students can concentrate on the specific issue.*

Indicative client input (time)

- Work with us to refine the “issue”
- Provide appropriate internal documentation
- Deliver an initial brief (one hour max) to the appropriate students – likely x2 groups per client. This can be in person or virtual
- Be available through the three days to answer any subsequent questions (by email)
- Attend the presentation of the consultancy report - this can be in person or virtual.



Example Projects

Charity Consultancy Assignment

Small equine Social Enterprise – wanted to extend their offerings and needed support to create an elevator pitch to support expansion

Childcare Management Solution – customer needed support to reach their target audience and to source new customers for their unique product

Large Charity – needed to diversify their funding sources e.g. increase unrestricted/core funding

Small Charity – how to reach a more diverse audience

Contact

Susan Armitage

MBA Employer Relationship Manager

Email: susan.armitage@ed.ac.uk

LinkedIn : [\(19\) Susan Armitage \(Walker\) | LinkedIn](#)

<http://www.business-school.ed.ac.uk/>

<http://www.facebook.com/uoebusiness>