

# What's in it for me?

Defining a corporate alumni  
relations strategy in five words



# ALUMNI, REPUTATION AMBASSADORS



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REPUTATION  
AMBASSADORS



*AT*Kearney

A.T. Kearney is a partner-owned, global management consulting firm with **3,500 employees** in 40 countries and a community of **21,000 alumni**.



**FUN FACT!**

James McKinsey hired Andrew Thomas Kearney in 1929 as the first partner at McKinsey. When McKinsey died in 1937, Kearney became managing partner of the Chicago office which later split from the rest of the company in 1939. In 1947, it was renamed A.T. Kearney and Company.



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## Where fun comes to die





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It's not enough to deliver an education,  
you need to deliver an **EXPERIENCE.**



Universidad  
de Navarra



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Remain in consulting



<5 year tenure

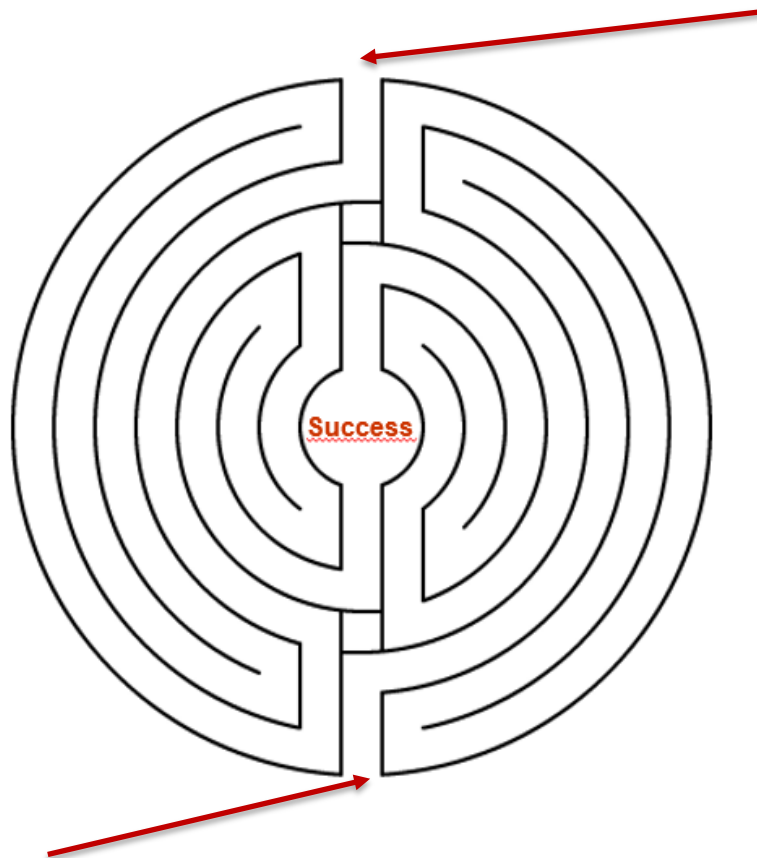


By 2023, will be recent departures

## SO WHAT?

We are no longer recruiting and hiring future partners, rather we are hiring future **CLIENTS.**

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**Invest in the  
personal success  
of your people.  
Their success is  
your success.**



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PAY  
IT  FORWARD

*What's in it  
for Me?*





## ALUMNI, REPUTATION AMBASSADORS



# What's in it for me?

## Leadership

- Warm business development leads and referrals
- Access to alumni knowledge network of subject-matter experts

## Alumni

- Access to thought leaders (firm and alumni) for networking
- Access to practical knowledge via firm knowledge network
- Benefit from a stronger brand credential



## Potential Hires

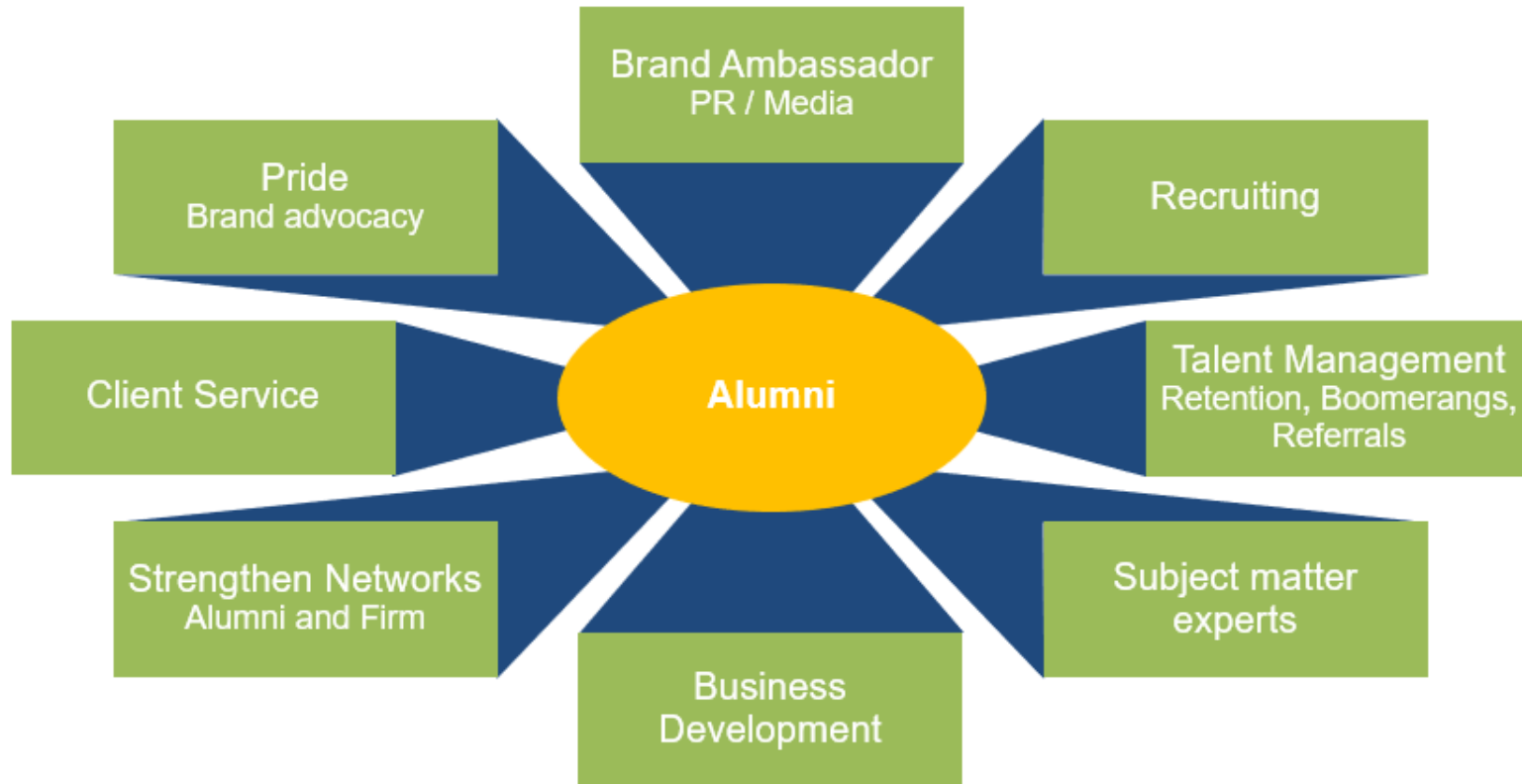
- Career credential that adds value to your resume
- Join an active and strong network of business leaders

## Employees

- Support to transition within or outside the firm
- Access to business leaders for personal and professional networking
- Increased value of employment

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**By supporting alumni, you are strengthening  
the growing advantage of your organization**





# How do you build a corporate alumni program?

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## TANGIBLE GOALS

Market Development

Talent Management

## INTANGIBLE GOALS

Brand Reputation

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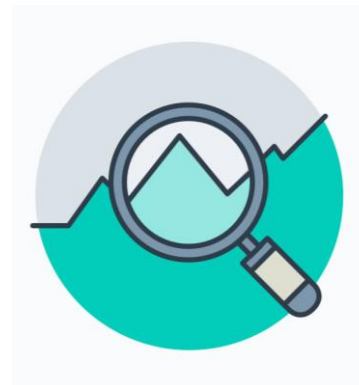


## 2016

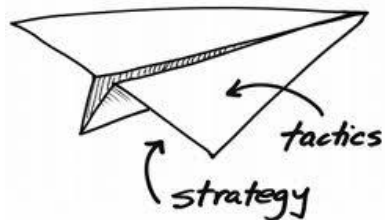
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3



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4



- Data integrity
- Influencers

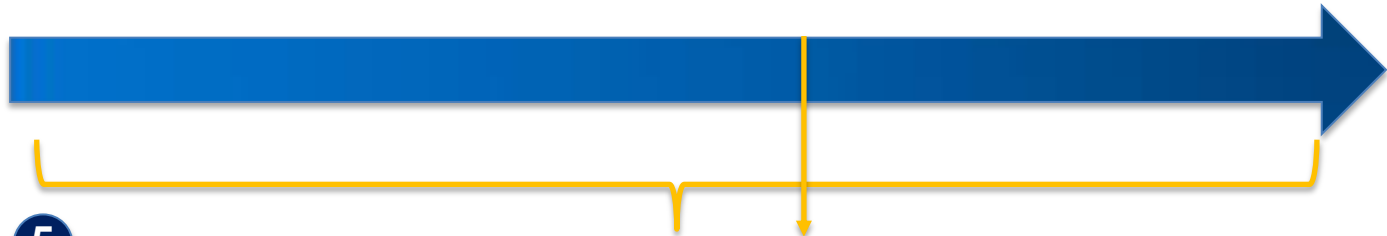
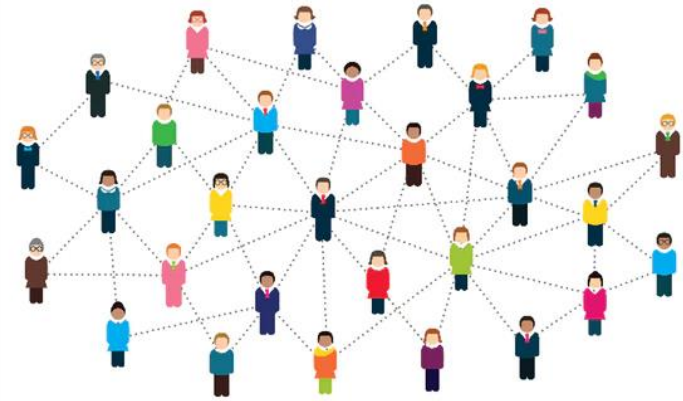


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# 2017

7



5

**ATKearney**  
Alumni Profile

**“It amazes me the number of times I have to tell people that being liked is not a bad career strategy.”**

**Steve Bratspies**,  
Chief Merchandising Officer, Walmart

**ATKearney**  
Alumni Profile

**“With global warming and climate change, it is more crucial than ever for the world to come together collectively as one voice.”**

**Wai Peng**, Chief Financial Officer,  
Wildlife Reserves Singapore (WRS)

6 July

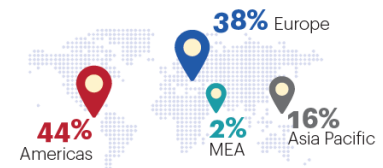
**ATKearney**

The A.T. Kearney Alumni Website provides valuable features for employees and alumni

- Member directory of alumni and current employees
- Jobs board
- Personalized content featuring A.T. Kearney insights
- Event notifications and updates



A.T. Kearney has **21,521** global alumni



**+650** active jobs posted by alums and recruiters

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ATKearney

Alumni Profile

**“I’m a  
change  
addict.”**

**Twanya Hood Hill,**  
Vice President Leadership  
Development and Talent  
Management, Ameriprise Inc.



ATKearney

Invitation

# Minnesota Alumni Dinner

September 18 | Hosted by Per Hong

Hi Ben – [Twanya Hood-Hill](#) is a great alum. She recently relocated to the Bay Area to join Facebook, so wanted to put her on your radar. Thank you, Tracey.

Twanya

Tracey let me know you

I recently returned to  
would be great to con

Given you are also fro

I am hosting 20 peopl  
could join us

Two games being set

Ben T. Smith, IV

This list is awesome Tracy. Thanks!

Sent from my iPhone

On Aug 29, 2018, at 1:28 PM, Pavlishin, Tracey <[Tracey.Pavlishin@atkearney.com](mailto:Tracey.Pavlishin@atkearney.com)> wrote:

Hello Twanya –

Congratulations on your move to the West Coast. I am glad that you are connected with Ben Smith.

It also occurred to me that you might like to see the A.T. Kearney network at Facebook. If you think a small-group reunion would be helpful, then perhaps I can support you planning a gathering.

Please do reach out to me anytime I may be a resource to you.

Warmly, Tracey.



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## How can companies work with alumni?

Level 1	Level 2	Level 3	Level 4	Level 5
<b>Functional</b>	<b>Enabling</b>	<b>Contributing</b>	<b>Differentiating</b>	<b>Transformational</b>
Alumni Program manages alumni data and communication	Alumni Program supports and manages activities defined by firm priorities	Stakeholders proactively use Alumni Program to enhance operations and raise business performance	Alumni Program manages resources and activities that sustain the firm's competitive advantage	Alumni Program operates at the cutting edge to transform the firm's talent pipeline, business prospects and brand awareness

## Brand Advocates

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# Questions



**Tracey Pavlishin**

Director, Global Internal Communications  
and Alumni Engagement

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