

# COVER LETTER

## FOR AN ASSOCIATE CONSULTANT ROLE AT BAIN

March 10th, 2018

Dear Bain & Co. Consulting Team,

Less than a minute into my chat with Jane Smith, a Bain Associate in your San Francisco office, I realized I was in the presence of someone who unapologetically loved her job. Jane spoke highly of the friendships she'd forged at work as well how the 'build your own Bain' philosophy had helped her stretch herself professionally. In applying for the Associate Consultant role in your London office, I hope to encounter similar growth opportunities. I would be delighted if you would consider me for the role.

In the business world, project constraints are often seen as limiting productivity or creativity: 'If only there were more budget...or time...or flexibility...'. Managing clients ranging from Goldman Sachs to the City of Leeds, I've found that it's precisely the constraints set forth that keep me engaged in my work. Budget, material, location or use constraints force me and my team to be stealthy in devising solutions which are practical, elegant, and financially viable.

On several occasions senior leadership at ZGF Architects has selected me to manage our most complex projects and most exigent clients. I believe that's because as a project manager, I've consistently delivered on time and within budget without neglecting the essential: building team spirit, maintaining harmony, and steering my team members toward our shared goal.

Listening to clients explain their problems, I've learned how important it is to reserve judgement as to a) an issue's root-cause and, by extension, b) the type of strategic approach which is merited.

When a former client insisted that his school's financial issues were the result of a branding problem, I could have agreed and offered up an architectural solution – updating the school's façade and interior. Instead, I considered his theory, but also explored the null hypothesis, namely, that the real issue lay elsewhere. I investigated and realized that the school had a very traditional course offering which hadn't been updated more than fifteen years. I crafted a strategic proposal detailing how our client could add high-margin short-format workshops to its roster. Within twelve months the school's net revenue had increased by 20%.

Working cross-functionally within ZGF Architects to support our clients, I've encountered numerous business challenges in the last five years. Eager to continue expanding my knowledge of strategic frameworks, I'm currently enrolled in Harvard Business School's HBX program which includes coursework in Financial Accounting, Business Analytics and Economics.

It would be a pleasure to speak with you and learn more about your immediate needs as well as Bain's work and culture.

Kind regards,

Client M