

# MBA

Master of Business Administration

A guide for those considering  
earning the MBA degree

Advice from BT Consulting, Inc.

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YOUR  
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STEP**

## A Must Read

Includes stories from MBA graduates,  
Professors, Career Consultants and more.

Will the MBA help your career?

Resources to help you make  
the decision to earn it or not.

Blitz Team Consulting, Inc.  
Atlanta



## About Our Expectations

The MBA is considered by many as a necessary requirement for getting promoted into management. Many also believe that it will afford higher salaries and greater opportunities throughout the life of their career. The MBA almost seems to be too good to be true. We aren't suggesting that all of this isn't true, to some degree. We are simply asking potential MBAs to take time to thoroughly investigate the decision that will consume two years of their life and a whole lot of their money with an undefined return on investment.

Most professionals develop expectations of the impact of the MBA on their career based solely on what they've heard or read on the university's website. These expectations are never truly vetted to ascertain the likely impact to their career. An MBA graduate from Stanford and a graduate from Kaplan University are not afforded the same benefits.

The top tier programs have always touted their access to the upper echelon of the corporate world as a major benefit. What benefits will your chosen college provide? This is a major factor in creating the proper expectations for the MBA's impact on your career. If your university doesn't publish the impact of the MBA, then you will certainly want to ask a lot of questions to get an idea. If they can't tell you anything because they don't measure any results, you should be wary of the value of the program.

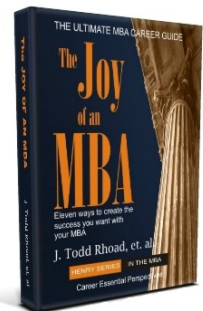
If no data is available, talk with alumni to learn about their experience. Graduates are a good source of information and should be one of your first options.

Today, universities are struggling with their value proposition, as the benefits they've promised for years don't seem to be readily available to graduates.

If you don't know any MBAs or just curious as what they think about the value of the MBA and what it can do for your career, we've taken the liberty to collect the thoughts and opinions of MBA graduates for you, especially compared to their original expectations. In our book, *The Joy of an MBA*, you'll learn why some MBAs chose to earn the degree, what kind of impact it had on their life, as well as what doors of opportunity were opened.

The book is designed to answer many of the questions anyone considering the MBA would have.

This book is available online at Amazon and Barnes & Noble websites.



The Joy of an MBA  
By J. Todd Rhoad, et. al.  
ISBN: 978-0-9840073-1-8

## Networking

The MBA can be your introduction to the business world and the people who run the businesses. Top tier programs teach networking and hold many events throughout each year to help students make connections with alumni and business leaders.

But what if you don't earn your MBA from a top tier program? What if your university doesn't have an active alumni group? Most graduates of lower tier programs don't ask these questions until the graduate and spend many months looking for a new opportunity. If they are employed during the program, they find themselves in the same job for years after graduation.

The MBA does provide opportunities to network, yet this is the most overlooked aspect of the whole degree. Students are too focused on the content rather than what they really want out of the program; that is, opportunities, which comes from other people. But you have to find them first.

If your program didn't help you with networking, we've asked MBAs from around the globe to share their advice on this critical topic. We published their thoughts in *The MBA Guide to Networking*.

Don't miss the greatest lesson about business just because your university failed to teach it.

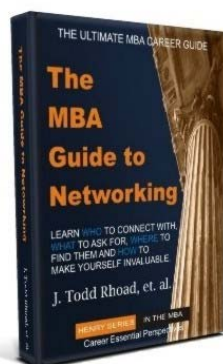
Learn from MBA graduates.

Get this book.

### Student rating of the usefulness of the alumni network

Rank	Business school	Rating, out of five	Top 100 rank	Country
1	Dartmouth College – Tuck School of Business	4.98	2	United States
2	Stanford University – Graduate School of Business	4.90	9	United States
3	University of Notre Dame – Mendoza College of Business	4.89	45	United States
4	University of Virginia – Darden School of Business	4.84	3	United States
5	University of Michigan – Stephen M. Ross School of Business	4.83	20	United States
6	University of Southern California – Marshall School of Business	4.81	34	United States
7	Cornell University – Samuel Curtis Johnson Graduate School of Management	4.80	23	United States
8	University of North Carolina at Chapel Hill – Kenan-Flagler Business School	4.72	35	United States
9	Harvard Business School	4.71	6	United States
10	IMD - International Institute for Management Development	4.71	21	Switzerland

The Economist. "Network Effects." Feb 6, 2015.



The MBA Guide to Networking  
By J. Todd Rhoad, et. al.

ISBN: 978-0-9840073-7-0

Available online at :

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## Mentoring

Most top tier MBA programs offer a Mentoring program, which typically offer one-on-one executive-to-student mentoring for guidance, coaching and relationship building. These programs are driven with two major goals in mind: 1.) learning how business is practiced, and 2.) building a network for future employment.

One of the big challenges these programs face is that they fail to help students understand many key factors of mentoring, such as defining your mentoring needs, choosing the appropriate mentoring model, creating your goals, figuring out how to learn from mentors, and developing strong mentor relationships.

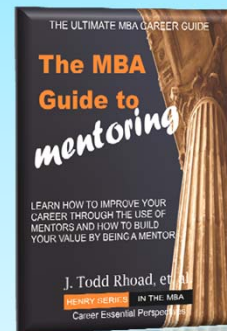
Now, imagine your MBA program doesn't have a mentor program and you have to figure it all out for yourself. Of course, you could just ignore the benefits of mentors and proceed with completing your degree. Then, when you graduate, you can figure out how to progress your career.

If you're reading this, you obviously understand that building a career is difficult or maybe you've already experienced many of those difficulties. Learning to maximize the benefits of mentors takes time, just like all relationships. The only way to save time is to learn from others who've taken a similar route, affording you the luxury of their experience. This is exactly what we've captured in our book, *The MBA Guide to Mentoring*.

### **The MBA Guide to Mentoring** By J. Todd Rhoad, et. al.

ISBN: 978-0-9840073-7-0

Available online at :



In today's society where anyone can publish generic advice on how to build a great career, graduates are left to figure out for themselves what advice is applicable to their own situation. This forces most professionals into risk avoidance as failures are seen as harmful to career mobility. We simply avoid taking risks, which leads to a lack of opportunity.

Success isn't given. It's earned. Those who find the right mentors will capture success by learning techniques that will help them efficiently maneuver their efforts for the life of their career. Don't leave your career to chance. Learn how the power of mentors can help you create the success you want.



## SOFT SKILLS

There is an old adage that says “You’re hired for skills but fired for personality.” As advanced degreed professionals move up the corporate ladder, their job becomes less concerned about technical skills and heavily entwined with social skills. Interactions with senior leadership, customers, vendors and coworkers begin to define your value to the company.

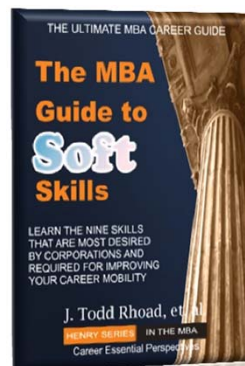
Once you’re hired, your personality becomes the definition of the value you provide. In 2005, Harvard Business School professor Tiziana Casciaro and Duke University’s Miguel Sousa Lobo, released an article entitled “Competent Jerks, Lovable fools and the formation of social networks.” The authors released results of their study on working relationships which found that people often pursue relationships with star performers or those who could improve their career mobility. But in the absence of these options, most professionals would choose to work with the ‘lovable fool’ as opposed to the ‘competent jerk.’ This gives way to the idea that technical skills is not likely to be a prime mover in your success, especially if that’s the only skills you choose to exercise.

As you already know, change is the most common element in business today. To succeed, you have to demonstrate a sufficient comfort level with a changing environment. But what skills does that require? This is exactly what we share with you in *The MBA Guide to Soft Skills*.

In this book, you’ll learn about nine key soft skills that are required to be successful in today’s business world. These skills take into account the changing nature of the global economy and the skills MBAs have used to create success around the globe. MBA professionals define the skills you need and share their experiences with each one to help you understand the impact it will have on your career. Sure, you can ask your college career advisor but wouldn’t it be more valuable to hear advice from someone who has walked the path you are beginning to traverse? You don’t ask a lawyer for medical advice. When you are concerned about your career as an MBA professional, refer to MBAs who’ve already had this experience. BT Consulting’s Henry Series of ebooks for MBAs are the perfect reference guide for MBA aspirants, students and graduates. It’s all about MBAs helping MBAs.

**“It’s not the strongest or the most intelligent who will survive but those who can best manage change.”**

**~ Charles Darwin**



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## Career Change

When it comes to career change, you can change your job function, industry and location. While few are bold to change all three at once, many earn the MBA to enable a change in at least one of these factors. Career change is the 2<sup>nd</sup> most common reason for the earning the MBA, behind career progression. Over 40% of MBA students seek the MBA to support their career change.

In our 2014 MBA survey, we found that the MBA helps with career change in the first year after graduation. After that, its power to persuade and influence begins to diminish. Considering the fact that most of us will hold between 6 and 10 jobs in the life of our career, this can contribute to decreased career mobility. What can you do?

The first thing you should do is to read our ebook *The MBA Guide to Career Change*. The book outlines numerous topics related to career that, once understood, will provide you insight into how to plan for your future as an MBA professionals. In the first chapter, Dr. Deborah Halliday explains why we change jobs. Most career change is driven by a need to change our situation. This could be caused by a change in our psychological needs or something in our environment. When you consider how rapidly companies change today, having a strategy for making career changes is essential. Without a plan, your success becomes a victim of circumstances.

Other topics covered in this book address the change in job function by illustrating how you can create change in your current organization. Changing industries is covered by several chapters that help you determine if you should jump ship, what skills you'll need to make the change and how to determine the right environment you should jump into. Creating the change you want is more complicated than just obtaining a desirable credential. Your needs have to be considered.

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Lastly, the book helps you determine if you should make the leap and take your skills abroad.

This book also enlightens you on the current industry perspective on MBAs, such as the skills that MBAs are lacking relative to what business actually needs. As with all of the books in the Henry series, the final section gives you a detailed plan on what you can do today to plan for your career change.

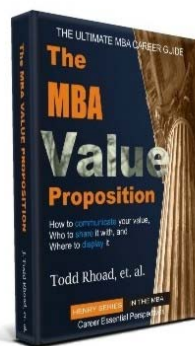
## Value Proposition

Having an MBA is great. But how do you communicate that value to an employer or a customer? How do you show them that you are the next BIG thing? The United States of America graduates 100,000 MBAs each year. Europe creates another 50,000 MBAs. How do you differentiate yourself from them? Sure, you stand out from those who don't have an MBA, but that's not your competition.

In the ebook, *The MBA Value Proposition*, MBAs share their experience in communicating their new value as an MBA professional to numerous audiences, including current employers, MBA admissions, potential employers, the boss and those in their social network.

You'll learn techniques for building your brand as an MBA and how to communicate it effectively and consistently. Most importantly, you'll pick up some key tips on understanding the MBA mentality from the authors in each chapter. Your value proposition is critical to your success because industry holds expectations for your performance as an MBA. If your value proposition fails to meet those expectations, you'll never be considered for any opportunities.

Do you know what industry expects of you as an MBA? Read the book.



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[amazon.com](https://www.amazon.com)

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**“The value proposition is a promise of value to be delivered and a belief from the customer that the value will be experienced.”**

## ABOUT BT

BT Consulting is an Atlanta based consulting firm. We are experienced graduate degreed professionals who focus our experience and education on helping you achieve more in your career. When it comes to MBAs, we all know what it feels like to have one, so we can share some real insights and advice with you.

BT has spent many years working with MBAs. We've published many books, developed MBA classes and are now building mobile apps that will advise you on the best career steps to take.

## CREATIVE SOLUTIONS

We don't give the generic advice that you have to figure out how to use. Our MBAs have creative backgrounds. They are engineers, entrepreneurs, educators and more. We take the time to truly understand your situation, challenges and barriers. Then, we design a solution that we walk through with you, aiding and guiding you the whole way. We started out as problem solvers. That's what we do.

## OUR PHILOSOPHY

We believe that a successful career takes real planning, flawless implementation and consistent feedback. This type of advice must come from someone who has an understanding of the ever-changing, integrated nature of business. Our teams combine the expertise of MBA professionals from around the globe in an effort to provide a clear perspective of where you can go and what you can accomplish, based on our experience. While trial and error is the most used strategy in the world, you benefit from our lessons, rather than learning them on your own.

## OUR PROCESS

We work with you in a collaborative way to analyze problems, design solutions and put them into action. We don't just say "go do this." We help you solve your problems. Whether online or in-person, we are always at your side. We aren't just consultants, we are friends for life.

