

Haas School of Business
University of California
Berkeley

Haas@Work

achieve a
breakthrough...

Haas@Work

are you
ready to innovate?

(let's go)

Haas@Work provides select companies the opportunity to build an entire semester-long class around your company challenge and to partner with the Haas School of Business at UC Berkeley, the world leader in teaching, advancing and embracing innovation.

4,000 hours of dreaming, analyzing and refining.

30 brilliant young minds from diverse backgrounds and cultures.

All to bring you a fresh perspective—and a rock-solid solution

to an important innovation challenge—in 100 days.



HAAS@WORK FACT

The Wall Street Journal recently ranked Haas as the #2 business school in the nation, based on a survey of corporate recruiters.



tap a world of talent

You have capable people within your organization, of course. But when you're grappling with a complex challenge, a fresh perspective—unencumbered by preconceived notions and biases—can be invaluable.

Haas@Work gives you access to cutting-edge thinking from one of the world's top business schools. Berkeley-Haas MBA students from around the globe will apply their diverse and dynamic way of approaching innovation challenges to offer you real solutions at minimal expense.

THE BERKELEY-HAAS TEAM: INTELLIGENT & INSPIRING

The Haas School of Business at UC Berkeley attracts talented, creative and intelligent students. They are independent thinkers and leaders who strive to move beyond the status quo to put fresh ideas to work.

For each Haas@Work project, we cherry-pick from this pool of elite MBA students to get the optimal mix of backgrounds and skills for the task at hand.

Berkeley MBA Students: 1,377*

Countries Represented: 46

Average Age: 31

Average GMAT: 695

Average Years Work Experience: 7.5

* Data includes full-time and part-time MBA programs

Each student team is guided and supported by our award-winning faculty, professional coaches, and Executives-in-Residence—hands-on leaders who bring proven methodology and real-world experience to ensure a successful outcome.

get fresh ideas fast

Need to boost revenues? Improve customer satisfaction? Tap a new market?
Explore a new business model? Launch a new product? Rethink your supply chain?
Leverage new technology? Develop new channel programs?

No matter what your industry or innovation challenge, Haas@Work can help you find the solution. Bring us a complex business issue with no existing or obvious answer. We'll put together a creative, cross-functional team to tackle it.

You'll get a menu of innovative ideas—and a set of actionable recommendations—with everything you need to move forward.

THE PURPOSE: RAPID, TANGIBLE RESULTS

Berkeley-Haas MBAs use a structured and proven innovation methodology to work with you to uncover, develop, model, validate, and advance novel and actionable solutions.



“ There is always benefit in exploring fresh thinking with people outside your company who can look at an opportunity and provide insights that you might not generate internally. We were impressed by the high-level recommendations the students delivered during the final presentation and will be implementing many of them in the near future. ”

Frank Tataseo, EVP, Strategy for The Clorox Company

solve a critical issue— or map a clear path

So what can Haas@Work MBAs accomplish in 100 days? All kinds of things. Gain new insights into your customers and market opportunities. Develop a torrent of innovative concepts to propel your business forward. Identify new ways to overcome difficult barriers. Conduct a feasibility study and entry plan for a new market. Design a pilot project. Test drive a new program. Change your pricing model.

Of course, some ideas are so big that they can't be brought to life in three months. Even then, you can be assured of sound recommendations, a reasoned plan for moving forward on them, and tangible, concrete progress toward your stated goal. That's our guarantee.



“We gave Berkeley-Haas students very little direction or hand-holding, and they dove into the market and the operations of the five businesses. They brought six recommendations, and we liked all of them.”

Dave Henriksen, Senior Vice President and General Manager for McKesson Physician Practice Solutions

THE PROCESS: PROVEN & PRODUCTIVE

PHASE	EVENTS & ACTIVITIES	DELIVERABLES
Design	Meetings with Haas staff and company subject matter experts to define the challenge and its components.	Comprehensive project brief and statement of work with background information on the company and challenge.
Analyze (weeks 1-5)	Team prepares and conducts research, building a foundation of knowledge and developing novel insights about the company, industry and the business challenge.	Briefing on the preliminary insights and findings covering customer, competitive, industry and internal dimensions.
Recommend (weeks 6-8)	Concept development based on insight generation using techniques that encourage divergent thinking and transform ideas into specific recommendations.	Gallery of ideas featuring the most promising ideas in a venture pitch style format.
Refine (weeks 9-10)	Team refines the most promising ideas, addresses key business model components, and identifies uncertainties, risks, and next steps.	A half day client workshop and written reports covering each recommendation.
Execute (weeks 11-15)	Team works with company executives, determining how to pilot, validate, and put the chosen recommendations into action.	Deliverables depend on the nature of the assignment, but could consist of a feasibility analysis, a business plan or a pilot project. The team will also deliver a final presentation and a final report.

select Haas@Work client projects

Cisco Systems, Sunnyvale, CA

Cisco asked Haas@Work to provide recommendations to leverage the latest Web 2.0 technologies to build stronger relationships with and grow market share within its Small- and Medium-Sized Business segments.

Clorox Company, Oakland, CA

Clorox asked Haas@Work to help them identify best practices for developing and operating a global supply chain for natural products and to make recommendations for applying those practices to a Green Works product line.

Hewlett-Packard, Cupertino, CA

Hewlett-Packard asked Haas@Work to develop recommendations to focus on developing new revenue models, concepts and value capture propositions for the Enterprise Business Group.

Wells Fargo Bank, San Francisco, CA

Wells Fargo asked Haas@Work to develop recommendations for cost-effective, scalable solutions to double the number of Wells Fargo retail retirement accounts.

Virgin America, Burlingame, CA

Virgin America asked Haas@Work to develop new business models to successfully increase the average revenue per guest.

Yahoo!, Sunnyvale, CA

Yahoo! asked Haas@Work to identify game-changing innovations that harness the power of the Yahoo! network, both to drive user engagement and increase the value of that engagement.

Panasonic Corporation, San Jose, CA

Panasonic asked Haas@Work to uncover insights for a specific group of consumers and to use those insights to develop new product concepts and associated business models that will help them "win" in an emerging marketplace.

“The students were astounding. It was like the cavalry coming over the hill.”

Michael Metz, Senior Director of Marketing, Cisco Systems, Inc.

autodesk

WELLS
FARGO

Panasonic
ideas for life

Virgin
america

charles SCHWAB

VISA

CISCO

SUNPOWER

The Walt Disney Company

MCKESSON
Empowering Healthcare

hp
invent

YAHOO!

CLOROX

HAAS@WORK FACT

The Wall Street Journal recently ranked Haas among the top business schools in producing the most creative and innovative leaders.



the bottom line

INVESTMENT

- One dedicated manager who can spend at least one to two hours a week facilitating the activities of the team
- Key executive participation at crucial key project milestone deliverables
- Access to relevant company data and internal subject matter experts, with the assurance that all information will be protected under a confidentiality agreement
- A sponsor fee to cover our costs of administering the program, plus reimbursement for material expenses
- A contribution to Berkeley-Haas, based on performance, after the program is complete

RETURN

- Fresh perspective from an unbiased team of 30 MBA students with diverse skills, knowledge, backgrounds, and work experience
- 4,000 consulting hours
- Objective analysis, thorough recommendations and rapid project go-to-market plan
- Access to the latest business tools, techniques, theories, skills and research from the Haas School of Business
- Direct exposure to potential employees and future managers/leaders



so what makes a great project?

Haas@Work teams are focused on generating potent and relevant innovation. We look for challenging and timely business issues with high value to senior management and no obvious or pre-set solutions. We'll deliver fresh thinking and actionable recommendations that create value for your organization.

“It is a difficult road from idea to implementation. Having Haas@Work’s support after the initial ideation phase was a valuable part of the program—taking great ideas and turning them into solutions we can then implement. We are now actively implementing a Haas@Work recommendation, which will culminate in a unique, differentiated offering that will launch in 2011.”

Jeff Street, Senior VP, Product & Channel Management, Retail Retirement, Wells Fargo & Co.

For more than 100 years, the Haas School of Business at the University of California, Berkeley, has offered a superb management education to outstanding men and women from around the globe. The School is one of the world's leading producers of new ideas and knowledge for all areas of business and a launching point for many new enterprises.

Berkeley-Haas is committed to being the best in the world at innovation. Our mission is to educate and empower people and organizations to perpetually adapt and create new processes, ideas and products to create value. Haas@Work is a tangible example of this philosophy put into practice.

WALTER A. HAAS SCHOOL OF BUSINESS

WILLIAM & JANE EASTERN

let's get started

Visit our website or contact us to learn if Haas@Work is right for your company:

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...in 100 days

Haas@Work

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