

Sanjeet Tummalapalli

Mr. Speice

ISM I

March 8, 2019

Mentor Visit 3

Assessment 16 - Mentor Visit

Mentor: David Gross

Profession: Founder & Managing Director

Location: Strategic Value Partners, 2591 Dallas Pkwy Suite 300, Frisco, TX 75034

Date: 2/13/19

Time: 1:00 PM

Assessment:

During my last mentor visit, we discussed the different media channels that I could continue to pursue in order to accomplish my goal of finding a journalist that would be able to publish a press release about Strategic Value Partners' latest client, Credera, that would be able to accentuate the services and accomplishments of SVP. During this meeting, we also discussed my final product and possible ideas to help me create a cohesive and tangible product that would allow me to use what was learned from my past year in the Independent Study and Mentorship program about consulting, finance, professionalism and entrepreneurship.

My research for finding a suitable journalist for publishing a press release for SVP was beginning very slowly prior to this visit because I was struggling to come up with criteria that the

journalists needed to fit in order to add them to my list. This mentor visit allowed me to realize that the best fitting journalists for SVP's press release needed to have a connection with a large audience that includes potential clients, have a large amount of readers for their online articles, and not have other news that will stomp the importance of SVP's press release. Also, the journalists must not charge extravagant fees, because that would not be beneficial to SVP's finances because they don't want to spend too much money on their marketing sector due to their other expenses. This helped me increase my list of journalists and allowed me to research other types of media coverage that could be an option such as government sponsored newspapers/websites which would also assist with creating a good image for SVP in the community, because a government published press release would highlight how the company is growing and helping fuel the community's economy.

This mentor visit also assisted me with selecting a topic for my Final Product. Initially I was considering researching more about starting my own consulting firm like my Original Work, but my mentor and I discussed that creating my own consulting firm would not be the best option until I gain at least 10 years of real consulting experience, and this Product would not benefit me with learning more about the consulting aspect of a firm. Therefore, I decided to instead create a Strategic Financial Plan that a small business owner can follow in order to assist them with sustaining a successful business. This Product would be very beneficial to me because I will be basically consulting with a small business owner and must utilize the skills of clear communication, adaptability, problem-solving, time management, and an attention to detail which are all important aspects of a successful consultant. Similarly, I will be able to sharpen my

finance strategy and operations advisory skills by assessing a real company that I may be able to assist by analyzing their financial data and history.

In total, this mentor visit was very beneficial to me because it clarified what I needed to include as qualifications for a journalist that might publish SVP's press release, and allowed me to assess the feasibility and importance of creating a strategic financial plan for a small business instead of creating my own consulting firm.