Building Tomorrow's Leaders from Today

PROFESSIONAL SKILLS TRAINING
for COLLEGE STUDENTS

AESOP
ACADEMY

Contents

OBJECTIVE

Providing a professional development learning community for students

Passionate About Mentorship

Sharing years of experience, lessons learned, & unique technical skills training sessions to ease the learning curve of modern-day business, giving students a head start on their future careers

Building Talent Networks

Establishing a forum for students to connect with talented peers and professionals who have common interests. Students grow together in real world training scenarios and build their professional networks early-on through AESOP

Expert Advice

Trained professionals and industry leaders participate as guest speakers and instructors who provide their guidance, constructive feedback, and industry insights gained from years of experience

Stronger Performance

Advanced professional skills will enable students to efficiently close out tasks from day 1 and exceed expectations taking their career to the next level early on. Stronger performance results in high ratings…leading to faster position offers and promotions

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OBJECTIVE

Empowering students to become comfortable and confident in their professional abilities

PROGRAM STRUCTURE

A balance of industry knowledge, real-world exercises, & group activities

Industry Context

Programs are initiated with key industry concepts to understand "why this skill is important" and how it is used

- **Key Concept Overviews**
- **Industry Professionals as Guest Speakers**
- **Takeaway Career Materials & Guidebooks**

Skills Training & Tutorials

Students build new skills through live tutorials, practice exercises and problem sets with frequent team-based work to develop soft skills

- ✓ Technical Skills Tutorials & Exercises
- ✓ Engaging Instructors & Skills Coaches
- ✓ Practice Problem Sets
- ✓ Balanced Learning Curve and Pace

Professional Development

AESOP workshops are opportunities for students to apply their 'hybrid' skillsets in real-world scenarios where they learn how to become problem-solving professionals

Soft Skills

Teamwork Leadership
Creative Problem-Solving Prioritization
Communication
Time Management Collaboration
Presentation

Hybrid Business-Technical Professional

Presentation Creation Strategic Formulas
Data Management
Advanced Analysis SQL Excel Hotkeys
Tableau

Technical Skills
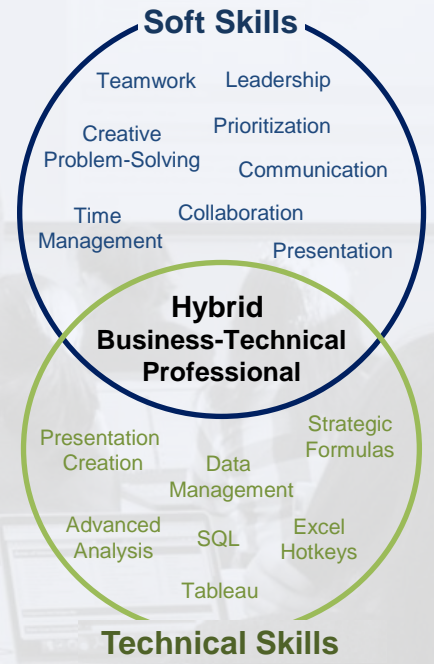
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STUDENT EXPERIENCE

Programs are designed for the students. Years of their reviews and learning feedback have shaped the sessions of today

Students 'Likely' to recommend the course

💬 "I highly recommend the program to any student, regardless of their background or current skill set."

💬 "This is a great class and I'm very grateful for the time and effort. I hope it gradually grows bigger and better."

💬 "AESOP Academy is a must for any ambitious student pursuing a career in finance or consulting."

💬 "AESOP Academy is a great way to learn these crucial skills to separate yourself in a competitive job market."

Students found the training experience as 'Relevant'

💬 "The Aesop training program had everything I needed. From a thorough overview of networking and interview preparation to developing skills in analytics and delivery."

💬 "This was the most relevant project/course/experience I have had given my interests in consulting."

💬 "I've found myself using the skills I learned in the program throughout all facets of life"

💬 "You learn all the things you need to know to do well in a good firm. Everyone requires Excel now and its best to learn them at Aesop, because it's been taught so well."

Students view the overall training as 'worth their time'

💬 "I attribute much of my professional success this summer to my time with Aesop"

💬 "This program definitely helped me grow and develop my technical and behavioral skills along with my industry knowledge"

💬 "Aesop training program really helped me show my interviewers that not only was I a cultural fit, but also in tune with the software and industry knowledge used in their day to day work."

💬 "I was able to use the things I learned in Aesop workshop during my interviews to show familiarity with Excel, and how I was already more familiar with Excel than other candidates which I think gave me an edge during interviewing"

Instructor Expertise as 'Excellent' and 'Very Engaging'

💬 "The instructors both offered incredibly helpful career insights as experienced professionals."

💬 "Instructors do an awesome job of presenting complex materials and skills in easily digestible lessons"

💬 "The instructors and their assistants demonstrated superior dedication to students"

💬 "I would highly recommend this program to my friends! Instructors and mentors were amazing. This was a really rewarding and great learning experience!"

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STUDENT EXPERIENCE

Creating lasting experiences that fulfill a student's technical and professional aspirations


Panos devoted hours of his spare time to ensure that students, like myself, who attend liberal arts institutions are equipped with the business skills necessary to thrive in the corporate world. I effectively became a consultant overnight and I wouldn't have done it so seamlessly without Panos' guidance. He **instilled confidence** in myself and **in my abilities** that I absolutely needed, and for that, I cannot thank him enough.

Qwajarik Sims, Haverford College
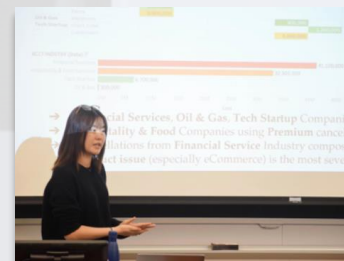
This course **empowered me** with useful business analytical techniques, refined my presentation and public speaking skills, and offered me great opportunities to network with professionals and fellow students. Moreover, I particularly appreciate the way that Panos and his team taught the class. Learning Excel and Tableau techniques in the context of mock business scenarios effectively prompted us to think like actual analysts who are utilizing technical skills to solve real business problems.

Iris Xu, Haverford College

Aesop Academy is the **best workshop I have attended so far**. It addressed the technical skills that I have been wishing for. The content is so well organized such that I wasn't overwhelmed by the material yet very comprehensive. Thank you so much for bringing in well-rounded speakers who addressed both careers and real life. I learned a lot and was inspired by the speakers and my classmates. Like I said on Linkedin "I couldn't have spent my fall break any better".

Lyncy Nyandoche, Bryn Mawr College

Aesop's intensive workshops manage to equip you with **the soft and hard skills you need to be a more competitive applicant in** today's market. During all my internship interviews this season I **felt confident** while talking about my knowledge on SQL or Tableau.
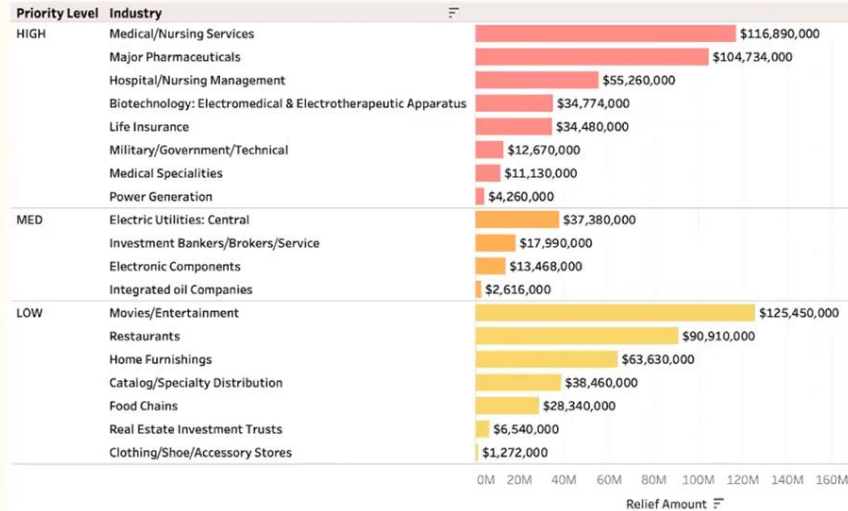
Zainab Saeed, Bryn Mawr College
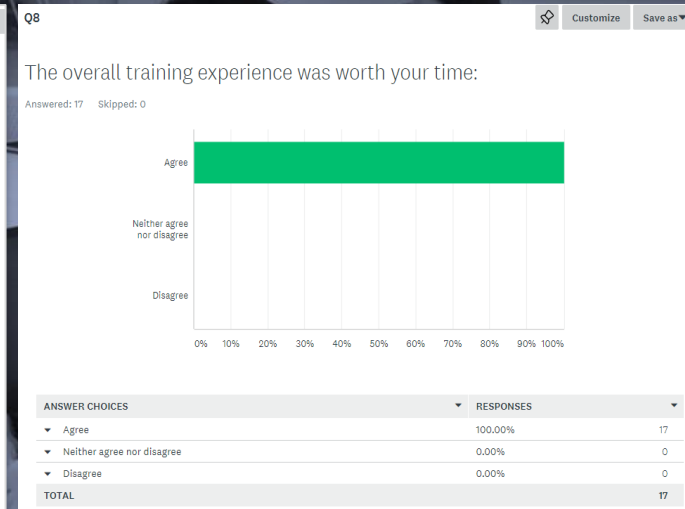
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STUDENT EXPERIENCE

All workshops are designed based on real world scenarios to better prepare students with practical and transferrable skills

Data Analytics Accelerator

Relief Amount by Industry Sector

- **High priority industries are COVID-related industries, and they will be considered in priority for funding.**

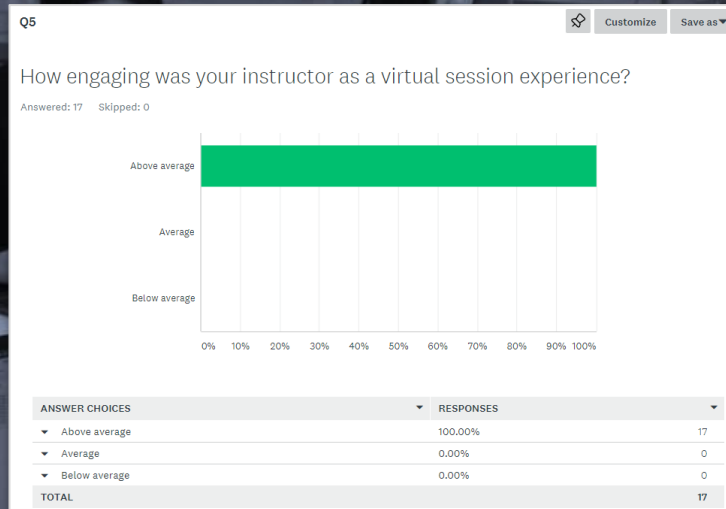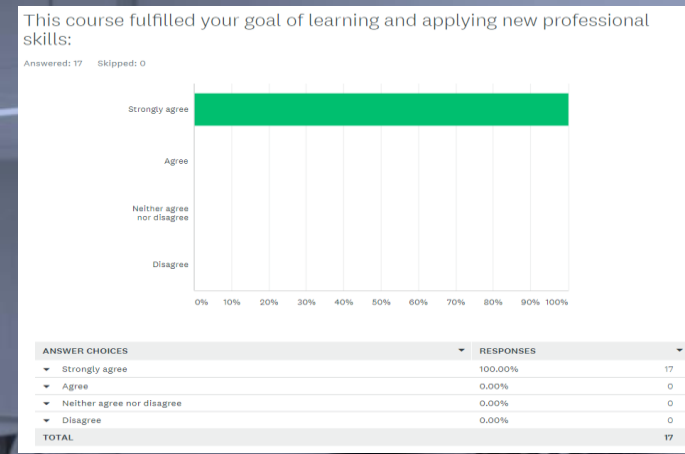- **Low priority industries requires the highest relief amount, especially for Movies/Entertainment & Restaurants.**
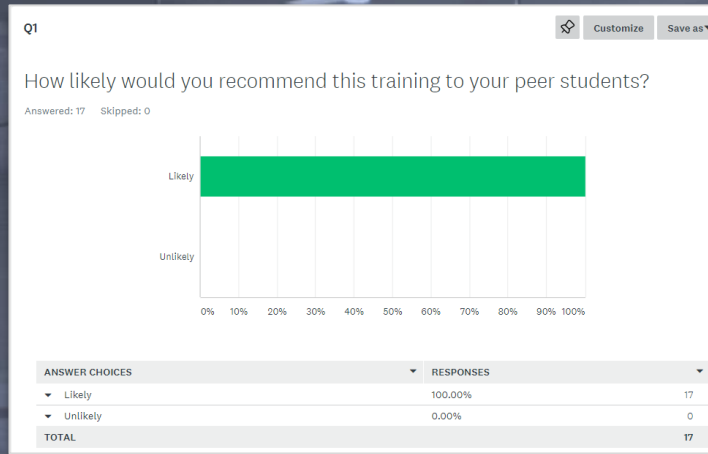
Priority Level	Industry	Relief Amount
HIGH	Medical/Nursing Services	$116,890,000
	Major Pharmaceuticals	$104,734,000
	Hospital/Nursing Management	$55,260,000
	Biotechnology: Electromedical & Electrotherapeutic Apparatus	$34,774,000
	Life Insurance	$34,480,000
	Military/Government/Technical	$12,670,000
	Medical Specialities	$11,130,000
	Power Generation	$4,260,000
MED	Electric Utilities: Central	$37,380,000
	Investment Bankers/Brokers/Service	$17,990,000
	Electronic Components	$13,468,000
	Integrated oil Companies	$2,616,000
LOW	Movies/Entertainment	$125,450,000
	Restaurants	$90,910,000
	Home Furnishings	$63,630,000
	Catalog/Specialty Distribution	$38,460,000
	Food Chains	$28,340,000
	Real Estate Investment Trusts	$6,540,000
	Clothing/Shoe/Accessory Stores	$1,272,000

0M 20M 40M 60M 80M 100M 120M 140M 160M

Relief Amount

"AESOP workshops were a huge part of my success in my interviews and my applications. I was able to use examples from my experiences with AESOP to help answer many of the behavioral based interview questions I was asked. I really learned so much and I know what I learned will be so helpful to me this summer. The environment throughout the course was incredibly welcoming and I feel ready to tackle some real-world problems now!"

Ryan Kredell | Haverford College
AESOP Data Analytics Specialist Workshop, Jan 2021

SurveyMonkey

Q1

How likely would you recommend this training to your peer students?

Answered: 17   Skipped: 0

Likely

Unlikely

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

ANSWER CHOICES		RESPONSES	
Likely		100.00%	17
Unlikely		0.00%	0
TOTAL			17

This course fulfilled your goal of learning and applying new professional skills:

Answered: 17   Skipped: 0

Strongly agree

Agree

Neither agree nor disagree

Disagree

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

ANSWER CHOICES		RESPONSES	
Strongly agree		100.00%	17
Agree		0.00%	0
Neither agree nor disagree		0.00%	0
Disagree		0.00%	0
TOTAL			17

Q5

How engaging was your instructor as a virtual session experience?

Answered: 17   Skipped: 0

Above average

Average

Below average

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

ANSWER CHOICES		RESPONSES	
Above average		100.00%	17
Average		0.00%	0
Below average		0.00%	0
TOTAL			17

Q8

The overall training experience was worth your time:

Answered: 17   Skipped: 0

Agree

Neither agree nor disagree

Disagree

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

ANSWER CHOICES		RESPONSES	
Agree		100.00%	17
Neither agree nor disagree		0.00%	0
Disagree		0.00%	0
TOTAL			17

STUDENT EXPERIENCE

Students regularly return to sessions to build up resume-worthy training accomplishments that standout to hiring managers

Abigail McFarland <amcfarl1@swarthmore.edu>
to me

Sat, Feb 13, 6:50 PM

"The skills I learned in the Data Analytics Program were one of the main reasons I was able to secure a technology associate position before graduation despite having no formal experience as a technology analyst. Looking forward to the Data Wrangling program."

Abigail McFarland, Swarthmore 2021 Economics graduate to a **Wells Fargo Technology Associate**

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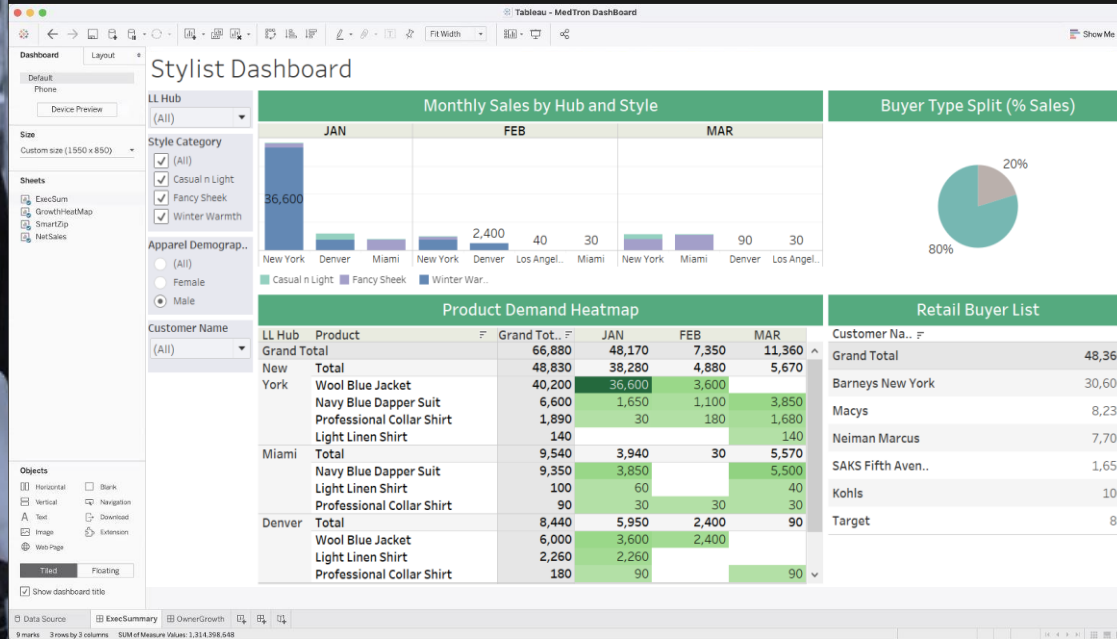
STUDENT EXPERIENCE

Problem-solving, technical upskilling, and critical thinking groom students from junior analysts to talented advisors in just a few days

Nelson Dufitimana   Fri, Mar 12, 10:13 AM (4 days ago)

to me

"Yesterday was amazing. Personally, I learn by doing, so attending yesterday's session, was a good refresher for the skills I had learned during the Data Analytics Session. Although these Data Wrangling sessions are new, they are very helpful especially for students who do not yet have internships for the summer but still need to hone their Data Analytics skills. Personally, when I am considering attending any session with AESOP, I remind myself that there is always something to learn when it comes to working with Data and that always proves right. Thank you, Panos, for allocating time to empower the "future talents!" "

Nelson Dufitimana, Swarthmore 2024 CS and Economics

STUDENT EXPERIENCE

Challenging client simulations keeps students engaged, excited, and intrigued to learn advanced skills while having fun!

Students learn a diversity of in-demand industry skills to become technically versatile in this digital age – ranging from MySQL (data extraction) to data analytics with Tableau and Excel. Soft skills exercises are also incorporated throughout the programs to ensure that students shape into well rounded hybrid business-tech professionals ready for the real world!

STUDENT EXPERIENCE

AESOP workshops offer a diversity of career tracks to provide students with an opportunity to engage in different functions, and build a knowledge-base to launch their career pursuits of interest

Kelvin Darfour <kdarfou1@swarthmore.edu>   Sat, Feb 20, 4:14 PM
to me

Hey Panos,

I really enjoyed our sessions today. It an amazing session. I loved the opportunity to work with other like minded students in breakout rooms to solve problems. And it always amazes me the kind of conversations we have with each other and the connections we build after these sessions. I am encouraged to learn more and develop myself better through the workshops you organise. I have already signed up for the next training sessions and you will be seeing me more often during these workshops!
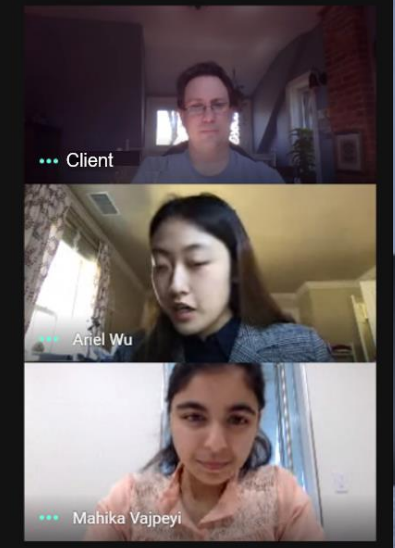
Regards,
Kelvin.

STUDENT EXPERIENCE

Group presentations give students opportunities to build communication skills, showcase their work and develop as rising leaders ready to work in teams in complex assignments

STUDENT EXPERIENCE

Students enter programs with limited professional experience and complete the series as the desired candidate to employers

Lille van der Zanden
Recent Grad | Urban Studies & Political Science

• • •

Lille van der Zanden · 1st

Recent Grad | Urban Studies & Political Science

THURSDAY

Lille van der Zanden · 1:57 PM

Hi Panos. Hope all is well! I participated in your professional skills intensive in Oct. 2019 when I was a senior Cities major at BMC and recently accepted a job as a research associate at a real estate consulting firm in Chicago. Having advanced Excel skills enabled me to get my foot in the door, differentiate myself from other candidates, and ultimately become their preferred candidate. It also allowed me to spend more time during the interviews on what I brought to the firm as an individual and less on my capacity to learn skills, which was surprisingly liberating. Thank you for everything you do with AESOP Academy in the Bi-Co and providing students with opportunities to gain the technical skills needed to launch their careers. It makes a huge impact in our lives.

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STUDENT EXPERIENCE

AESOP directly impacts student employment odds and positions them to be the 'standout' performers early on in their careers

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"AESOP played a huge role in helping me secure the internship and become a successful intern.

As an intern, I worked on various projects including a data literacy project, several team presentations, and a stock pitch with an options pricing to it. I didn't struggle with Excel and PowerPoint because I was already familiar with cleaning data, using hotkeys and excel formulas to select stocks based on certain criteria, assessing risks on a portfolio, and presenting key findings.

AESOP helped fill gaps that my Math and Econ classes did not. Thank you for organizing AESOP sessions within the Bi-Co.

I received a return offer and **will be joining Bank of America** in July as a full-time analyst!"

EDITH L JEPKIRUI, '21, Bank of America

Our Student **Experiences**

STUDENT EXPERIENCES

Emily Dai

SWARTHMORE COLLEGE
DELOITTE CONSULTING INTERN

"My experience with AESOP workshops was a **transformative one**.

During my recent internship at a management consulting firm, the Excel techniques I picked up from AESOP were an **absolute game-changer, sped up my project delivery significantly** and **made me the go-to intern** whenever my manager had an Excel-task they needed help with.

My experience with AESOP has been a **pivotal part** of my educational journey, one that I am profoundly grateful for."

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STUDENT
EXPERIENCES

Our Student
Experiences

Tova Just

BRYN MAWR COLLEGE
CAPGEMINI TECHNICAL CONSULTANT

"AESOP courses provided my first exposure to consulting and ultimately **enabled me to succeed** and **thrive in my classes**, **in interviews**, and **as a working professional.**

The interview process and corporate training was actually not too different from the AESOP practice cases, and that experience gave me the confidence to excel in this bigger setting.

The skills I learned translate directly to my role now as a technical consultant...the trainings are an incredibly valuable resource. I am so glad I attended sessions!"

Our Student Experiences

Jude Chelico

HAVERFORD COLLEGE
ECONOMICS AND MATHEMATICS

"These workshops have already proven to be one of the best investments I could've made in my career, **propelling me towards success in networking, interviews,** and **my work so far**.

It was an amazing opportunity to delve into software like SQL, Excel, Tableau. These sessions have **propelled my technical skills to the next level** in a short time, and I feel far more prepared to utilize these powerful pieces of software in my professional life.

AESOP has been a huge asset in **building my business skills** and **confidence**. I would highly recommend to students interested in developing professional skills ahead of interviews, jobs, careers."

STUDENT EXPERIENCES

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AESOP Creates Resume Experiences, Build Confidence in Credentials, and Fosters a Community

América Nájera
Junior student at Bryn Mawr College pursuing a Mathematics and Economics Degree with a Statistics minor.
• ... branding, professional values and industry knowledge, and skills development
• Reaching milestone to earn rewards, and engage in community discussions to suppor ...see more

Participant
AESOP Academy & Advisory
May 2020 – Jun 2020 · 2 mos
Bryn Mawr, Pennsylvania, United States

• Successfully completed intensive learning program focused on the end-to-end data analytics skills of: MySQL extractions, Excel strategic data analysis, intuitive Tableau dashboard development, and defining client requirements
• Conducted analyses on a variety of simulated client scenarios utilizing advanced data ...see more

Team Lead Data Analyst
AESOP Academy & Advisory
Mar 2020 · 1 mo
Bryn Mawr, Pennsylvania, United States

• Designed and implemented key measurements reports for conveying metrics to client, monitoring service levels and attainments, identifying trends, and performing root cause analysis using Excel, and Tableau.
• Worked closely with team members to deliver project requirements, developed soluti ...see more

Participant
AESOP Academy & Advisory
Oct 2019 · 1 mo
Bryn Mawr, Pennsylvania, United States

• Successfully completed intensive learning program focused on professional skills development: advanced Excel business analysis, intuitive Tableau dashboard reporting, executive-friendly presentations, and team-based project work.
• Self-sufficiently conducted complex analyses on a variety of mock client scenarios by ...see more

AESOP Oct 2019 | AESOP Presentation Oct 2019

Essay Coach Intern
Young Women's Leadership School of East Harlem · Internship
May 2018 – Jun 2018 · 2 mos
Greater New York City Area

• Interned with the school's 11th grade English professor where I helped rising seniors with their personal college statements.
• Organized individual meetings with students where I was able to learn more about their experiences, which enhanced my ability to give them insight and advice that I perceivec ...see more

Skills & endorsements

✓ **Microsoft Excel** · 48
  Endorsed by Suosi He and 2 others who are highly skilled at this
  Endorsed by Polina Lipskaya and 45 other mutual connections

✓ **Data Analysis** · 44
  Endorsed by Panos Panidis and 1 other who is highly skilled at this
  Endorsed by Thomas Blakelock and 41 other mutual connections

✓ **Presentation Skills** · 36
  Endorsed by Sean Cheng and 33 other mutual connections
  Endorsed by 14 of América's colleagues at Bryn Mawr College

Show more ⌄

Presentation Opportunities

Directly Connecting with Senior Professionals

STUDENT EXPERIENCE

Grooming future leaders who return as caring professionals

"

The Aesop Business Analyst Training Academy provides students with an **invaluable introduction** to the skills they need to succeed in all different kinds of business environments. I **highly recommend** the program to any student, regardless of their background or current skill set. The instructors do an awesome job of presenting complex materials and skills in **easily digestible lessons**

Lucas Greenbaum, Goldman Sachs
Aesop Academy Mentor

"

Academy Student to Aesop Mentor

I am grateful that Aesop Academy brought the Business Analyst Training Program to Haverford. Over the course of the program, I further **developed both my "soft" skills** such as networking skills, and **"hard" skills** like Excel and presentation development skills. The instructors offered **incredibly helpful career insights** as experienced consultants. I have to say my favorite part of the course was the **hands-on final project**. It gave me a sense of what I would actually be doing if I were to become a consultant and it allowed me to develop my teamwork skills.

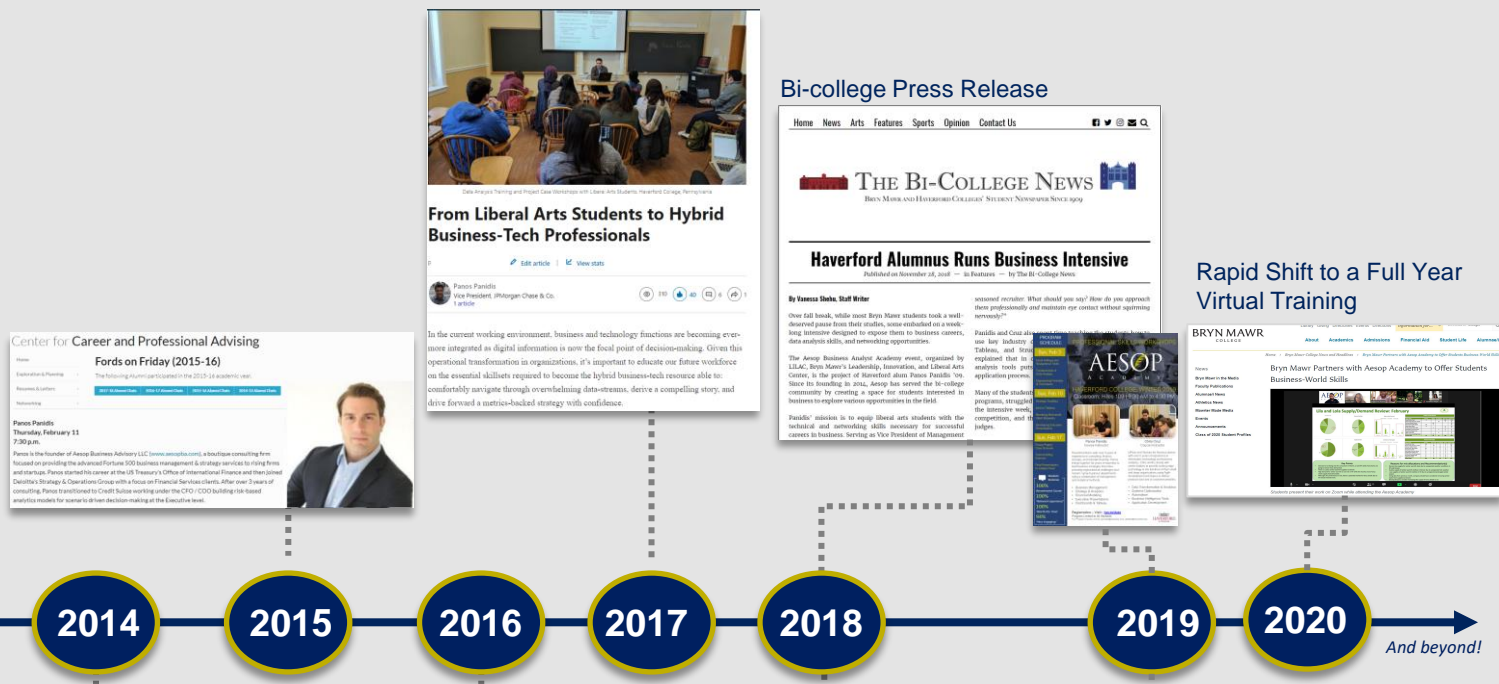**Wanyi Yang, Economists Incorporated,** Aesop Academy Mentor

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PROGRAM HISTORY

Dedicated to student development since 2014

Haverford College

Ursinus College

Bi-college Press Release

From Liberal Arts Students to Hybrid Business-Tech Professionals

Haverford Alumnus Runs Business Intensive

Rapid Shift to a Full Year Virtual Training

Bryn Mawr Partners with Aesop Academy to Offer Students Business-World Skills

2014 — **2015** — **2016** — **2017** — **2018** — **2019** — **2020**

And beyond!

AESOP ACADEMY

COURSE OFFERINGS

Technical Skills

○ Basic   ● Advanced

Course	Level	Learning Elements	Competencies Covered
Excel Data Mgmt. & Analysis			
Excel Basics L1	○	Excel Navigation, Hotkeys, Formatting, Basic Formulas and Concepts, Calc Locking	Excel
Excel Advancement L2	◑	Smart Calcs (SUMIFs, VLOOKUP, Custom Calcs), Data Aggregation / Deep-Dive / Exploration with Pivot Analysis & Charting	Data Analysis, Excel, Critical Thinking, Business Requirements, Strategic Insights
Excel Group Case Challenge	●	Team-based Data Management, Strategic Analysis, Data-driven Problem Solving, and Final Presentations with Recommendations	Data Analysis, Presentations, Critical Thinking, Teamwork, Leadership, Mentorship, Strategic Data Analysis, Business Requirements
Excel Learning Labs	◑	New Learning Modules, Independent Skills-proficiency Practice, Groupwork Skills Challenges, and Real-World Task Experience	Data Analysis, Business Requirements, Quality Assurance, Teamwork
Tableau Dashboards			
Tableau Basics L1	○	Tableau Functions, Features, Key Elements, Basic Charts and Dashboard Design	Data Analysis, Tableau
Tableau Advancement L2	◑	Defining Requirements, Interactive Dashboards, Data Storytelling, Custom Calcs, Dynamic and UX Design, Data Blending	Data Analysis, Critical Thinking, Effective Presentations, Performance Dashboards, Strategic Data Analysis, Business Requirements
Tableau Group Case Challenge	●	Team-based Data Blending, Dashboard Development, Data-driven Problem Solving, and Final 'User Pilot' Demos	Data Analysis, Critical Thinking, Teamwork, Leadership, Mentorship, Strategic Data Analysis, Business Requirements, Performance Dashboards
Tableau Learning Labs	◑	New Learning Modules, Independent Skills-proficiency Practice, Groupwork Skills Challenges, and Real-World Task Experience	Data Analysis, Tableau, Business Requirements, Quality Assurance, Teamwork
SQL Data Extraction			
SQL Basics L1	◑	SQL Order of Operations, Query Language Elements, and Writing SQL Scripts	MySQL, Business Requirements
SQL Advancement L2	◑	Data Blending with JOINs, AND/IN/OR Conditional Statements, Custom Calculations and KPIs, Query Layers, Complex Query Challenges	MySQL, Business Requirements, Teamwork
SQL Learning Labs	◑	New Learning Modules, Independent Skills-proficiency Practice, Groupwork Skills Challenges, and Real-World Task Experience	MySQL, Business Requirements, Quality Assurance, Teamwork

AESOP ACADEMY

COURSE OFFERINGS

Professional Skills

○ Basic ● Advanced

Course	Level	Learning Elements	Competencies Covered
Business Management			
Project Management (PM) 101	○	Intro to PM Methods, Job Expectations, Defining Project Requirements, Project Delivery Process, PM Tools, Factors for Project Success, Prioritization & Partnership, Live Project Management Activity	✓ Critical Thinking ✓ Leadership ✓ Project Management
Entrepreneurship 101	◐	Full Time vs Entrepreneurial Career Tracks, Market Research and Segmentation, Common Entrepreneurial Pitfalls, Funding Stages, Entrepreneurial Business Categories, Outlining a Business Plan, Live Budget Planning and Modeling Exercise	✓ Critical Thinking ✓ Business Management ✓ Leadership ✓ Data Analysis ✓ Budget Management
Presenting Like a Professional: Art & Science of Effective Presentations	○	Understanding the Art & Science of Effective Presentations, Storyboarding and Outlining, Slide Design & Formatting, Common Slide Guidelines and Templates	✓ Presentations ✓ Communications
PowerPoint & Professional Slide Development Basics	○	Building Intuitive Slides from Scratch, Creating Industry-standard Slide Themes, Working with PowerPoint Shapes, Charts and Formatting	✓ Presentations ✓ Communications ✓ PowerPoint

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COURSE OFFERINGS

Career Preparation

Course	Learning Elements
Career Planning	
Captivating Outreach & Self-Marketing Communications	- Why Outreach Emails are an Important Piece in the Career Pursuit Process - The Experienced Professional's Perspective (*What They Look For*) - Review Real World Emails – Do's and Don't - Recommended Template for Structuring a 'Captivating Email' - Key Pieces to Impress in Outreach Communications & Conversations - How to Plan, Grow, and Nurture Your Outreach / Networking Campaign
Company Structures, Department Functions, Team Dynamics & Career Role Types	- Review of Organizational Hierarchies - Overview of Functional Areas - Horizontal (e.g. Corporations) vs Vertical Structures (e.g. Startups) - Common Team Setup - Defining Roles Types within Functional Areas - Matching Skills to Role Types - Qualities and Qualifications by Role
Building a Professional Resume & Linkedin Profile that Resonates	- Intro to Resume Structure and Purpose – "The Self-Marketing One Pager" - Crafting Memorable, Meaningful and Impactful Resumes - Communicating Strengths and Transferrable Skills on Paper - Resume Do's and Don'ts - Finding or Creating Experiences that Matter - Using Resumes as an Interview Outline - Building 'Standout' Linkedin Profiles - Being Consistent and Authentic to Your Brand - Personal Branding & Marketing – Why it Matters

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Contact

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www.aesopba.com

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