

◆ Welcome

The Berkeley Group Recruitment Guide



Welcome to TBG's Recruitment Cycle!

We are very excited to recruit a new cohort of consultants this semester! We encourage all applicants to come chat with us at our info sessions and sign up for coffee chats! We want to get to know all of you as much as you do, too. Doing this will help you get a better understanding of who we are, what social impact consulting looks like each semester, and the types of leadership opportunities and skills you'll develop as a consultant.

We completely understand that the recruitment process can be very intimidating and new to many of our applicants. Each of our members has felt the same way, too. Because of this, we hope to cultivate a strong support system for all of you. TBG prides itself on our DEI initiatives, and hope to improve as each recruitment cycle restarts, as there are always improvements and implementations to be made!

Here is a breakdown of the TBG Resource Packet, which you can navigate using the hyperlinks below and the tabs on the left side of this document:

- [Resume and Casing Resources](#)
- [Q&A Document](#)
- [Casing Do's and Don'ts](#)

For continued updates on the recruitment process and events, please fill out the [Fall 2025 Interest Form](#) to join our mailing list. For general questions, comments, or recruitment concerns, please contact our Fall 2025 External Affairs VP Sameeha Ahmed at sameeha@berkeley.edu, or general inquiries at theberkeleygroup@gmail.com. We are here for any support you may need!

Thank you for your interest in The Berkeley Group. We look forward to getting to know you more as the recruitment process continues <3

- ◆ Resource Guide Overview

Resource Guide Overview



Welcome to TBG's Resource Guide!

General Overview and Guidelines

- TBG Resource Overview

This packet provides a general overview of the basic aspects of your TBG application. Read over this as an introduction to TBG and for basic tips on different aspects of our application.

Here is a summary of the presentation below:

1. What is a Resume?

- A one page document that details the relevant experiences that you have had over the last few years. This can include work, internship, volunteering, leadership, or any other experiences that you have had.

2. What is Casing?

- Casing is a business scenario that the consultant will investigate and propose a solution to. TBG will not be market sizing in our interviews!

3. What does our Interview look like?

- You will be asked to debrief your background, discuss your Social Sector Passion, and answer various scenario-based questions that will test your problem solving, team work, and leadership skills.

We believe that all the hard work you put in during your application and interview preparation will show off during interviews. We have no doubt that you will do great—best of luck!

Resume

Below we've provided some resume guidelines. ***Please do not include your name or any other identifying information when submitting your resume to TBG!***

Resume Template: [.doc](#)

Name

Location | LinkedIn | Phone Number | Email

EDUCATION

University

Major/Degree

- GPA, Organizations, Coursework, etc.

Location

Graduation Date

WORK EXPERIENCE

Company

Position

Location

Dates

- This section regarding experiences has bulleted accomplishments, which provide examples of when you successfully used the skills employers are seeking. Make sure you have between 2 and 5 bullet points in each section.
- Your bullet points should start with a strong action verb, which then follow with an explanation of what you were doing, describe how you did it, and most importantly if applicable, any achievements. Statements should convey your strengths/proficiencies in one or more skills that intrigue the employer by showing examples of when you have used them.
- When writing about your experience, consider these questions: What was the result/outcome of your work? What were your accomplishments? How did you impact the organization? What skills/knowledge did you grow? How does this experience relate to your internship/employment goal?

Company

Position

Location

Dates

- Your bullet statements should be in proper tense, using –ed for past experiences and present tenses for current positions. Make sure that your writing is free of grammatical errors and punctuation.
- When including numerical achievements during your experiences, make sure to include (if applicable) the quantity, population, frequency, and impact of your work whenever possible.
- To make your resume flow, read it over. Check and see if it is easy to read with no overflowing of text. You should avoid the usage of different colors, multiple fonts, pictures, and brief/too dense information. Your resume should show who you are while being professional.

LEADERSHIP EXPERIENCE

Company

Position

Location

Dates

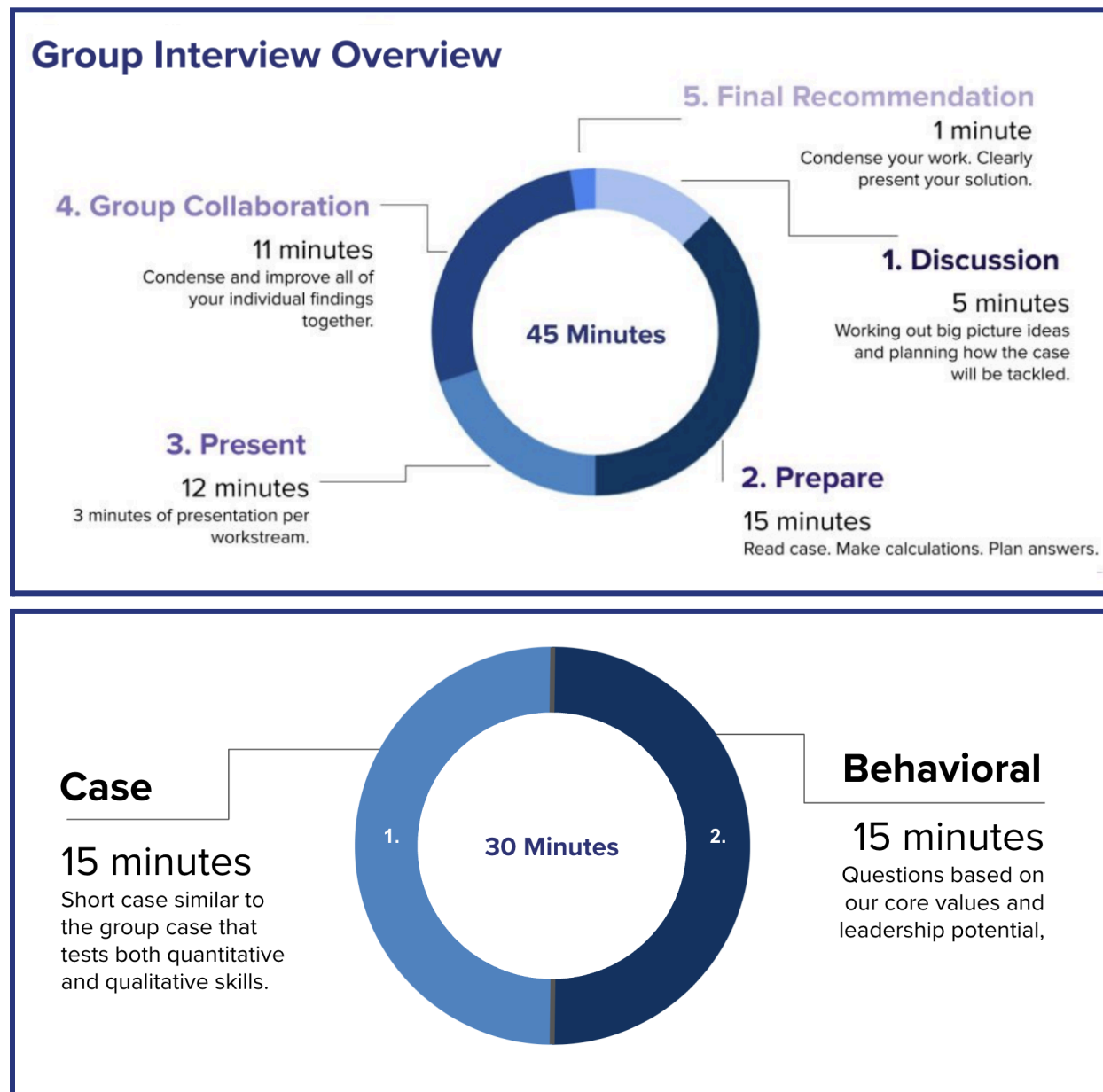
- This section is optional if you have various leadership experiences and other activities you want employers to know. By having multiple sections, it allows you to emphasize your most relevant experience.
- Positions within this section should be formatted similarly to previous experience sections, including bullet points if necessary.
- You may also include work experiences that may not be directly related to the job/internship you are applying to, but add to your credibility by exemplifying your past work experiences.

SKILLS & INTERESTS

Skills: These skills should be concrete and testable. These should not be soft skills like communication, organizational, and interpersonal skills, but instead incorporated into your bulleted accomplishment statements above. You can add technology skills (Ex: Microsoft Office, Quickbooks, SQL, etc.) and languages (Ex: Spanish, French)

Interests: What are you interested in getting into + what do you like to do outside of work/for fun?

Interviews



Casing Practice

- Case Interview Basics
 - [Case Interview 101](#)
 - To get started, check out this 11 minute video to understand some of the fundamentals of case interviews.
- Case Interview Example Videos
 - [Casing Series #1](#)

- [Neel and Rohit's Channel](#)
 - This is a really helpful channel that walks through various aspects of the case interview process.
- [McKinsey Case Interview Example](#)
- [47 Case Interview Examples](#)
 - This blog post contains an exhaustive list of hyperlinked case examples from several firms. Try to watch a few of these to gain exposure and try to start following along.
- Frameworks
 - Once you're familiar with how a case looks, start your prep by reviewing the Consulting Frameworks document by Victor Cheng in this [folder](#).
 - A framework is one of the most fundamental things you'll use in a case interview, and he provides an overview of some of the most commonly used frameworks.
 - Quick note on frameworks: it's good practice not to use these exactly (e.g. don't say "I'm now going to use the 4P or 5C framework.") Use these to learn from, and then build your own from practice. The general idea is to understand how to structure and talk through your brainstorming.
- [Case Books](#)
 - This folder contains PDFs of two case books which walk through preparation basics and examples of cases. You can start casing with these. Best practice would be to find a friend and have them case you. Also case them back—you learn just as much from casing someone else as you do from being cased yourself!
 - Also be sure to skim through Case In Point in the [folder](#) (not super useful to read very carefully). It's useful as an overview of the consulting recruitment process, but can be unnecessarily intimidating. There are some useful tips in there, though!

◆ Q&A

Q&A Document



1. What can I expect from coffee chatting with a member?

Coffee chats are a great way to have a personalized conversation with a TBG member. The topics are endless! We highly recommend you look through the members' background and information to get a better sense of who to pick! Refrain from chatting with more than 2 individuals. These are non-evaluative and for members and applicants to connect with each other.

2. Why are recruitment events important?

Info sessions will give all applicants a better understanding of who we are, what consulting on a project team means, and a deeper understanding of the recruitment process. We hope that all members can attend our events, so we can get to know you too! Our two info sessions will cover the same topics in case you had to miss one. See you all there!

3. What makes TBG different from other consulting clubs?

Not only do we consult for nonprofits specifically, have consistent recruits to top consulting firms, and great connections with alumni in all sorts of industries, but we also commit to regular social impact work throughout the semester. Through our various committees, such as TBG Research and Philanthropy, we aim to make a difference in our local communities.

4. How do we commit to a fair recruitment process?

TBG is committed to various DEI Initiatives, including our Equity Pods (sign up [here!](#)) where URM identified candidates are paired with members who can assist with the recruitment process and answer any questions the applicant may have, as well as have access to additional resources. We know that this isn't an easy process. We want to provide equitable support and be inclusive to all backgrounds.

5. How can applicants succeed during interviews?

We encourage all members to attend our case workshop where we will simulate a practice interview to give you the opportunity to get into the headspace of the timing breakdown, key points to note during individual presentation, and successful team work.

The workshop will be a supportive environment between you, your fellow applicants, and the case facilitator.

6. What are the qualities of an ideal candidate?

TBG does not box applicants into certain checkbox categories. You do not need to be a business major! In fact, we have a variety of members who are interested in public health, environmental sciences, governments, as well as many going into finance and consulting work. All of our members connect through our diverse backgrounds and interests, who are passionate about learning the skills of a consultant and social impact work. We also pride our community on being filled with people who are generally team workers, dedicated to collaboration, and passionate about solving problems in and uplifting their community.

7. What is an SSP?

As you may already know, The Berkeley Group is the first consulting club on campus to only consult for nonprofit organizations. All of our members have a social sector passion (or SSP) in a social sector industry. This can include, but is not limited to, health, environmental justice, education, access to healthy foods, and so much more! Many of the organizations that we work for aim to fight for social good and support local to international communities.

- ◆ Casing Dos and Don'ts

Casing Dos and Dont's



DO

- Listen to the problem – make sure you are answering **the question that you have been asked to answer**
- Put a structure upfront – think of a structure as the 4-5 key questions that you need to answer before you can synthesize the answer to the overall issue
- Proceed in an organized fashion – finish one key question of the structure and arrive at a point of view on it before you go on to the next
- **Step back periodically – summarize what you have learned and what the implications appear to be**
- Communicate your train of thought. **Even if you have considered some alternatives and rejected them, tell the interviewer what and why**
- Ask for information judiciously – make sure that the interviewer knows why you need the information, and be prepared to propose quick and inexpensive ways of collecting it
- **Use numbers – it is important to show you are comfortable with numbers.** When picking numbers, take it easy on yourself - use numbers that are easy to work with
- Use business judgment and **common sense**
- **Relax and enjoy the process.** Think of the interviewer as a teammate in a problem solving process and the case as a real client problem that you need to solve. Your interviewer wants you to succeed

DON'T

- Misunderstand the question asked or answer the wrong question
- Proceed in a haphazard fashion, i.e., not identifying the major issues that need to be examined or jumping from one issue to another
- Ask a barrage of questions without explaining to the interviewer why you need the information
- **Force-fit a few familiar business frameworks to every case question, whether or not they are remotely relevant (or misapplying a relevant business framework that you do not really understand) rather than simply using common sense —** Another form of this is *refusing to use a structural hint* your interviewer tries to

give you

- Not be able to synthesize a point of view based on the information provided by the interviewer
- Try to “crack the case” – **it is much more important to clearly demonstrate a logical thought process than to arrive at the solution**
- **Ignore cues from the interviewer.** Be sure to keep an **open mind!** If your interviewer gives you hints, they are trying to get you on track. It won't hurt your performance to accept their hints, they just want you to succeed.

- ◆ The Berkeley Group

The Berkeley Group



About Us

The Berkeley Group is a community of change-makers working to provide tangible and sustainable business advice to local social sector organizations. We believe that nonprofit success is the foundation for creating fundamental social change, thereby improving the realities for all members of society.

Our organization was founded in 2003 by four UC Berkeley juniors in Professor Alan Ross's course, "The Social, Political, and Ethical Environment of Business," at the Haas School of Business. Our founding members saw an opportunity to **improve our local community** by applying the undergraduate professional consulting model to innovative **social sector organizations**. Along the way, they built a long standing culture of professional and personal growth for members to form genuine and lifelong bonds. Today, our alumni network has members spread across the United States and all over the world that continues to give back to our TBG family.

Who Do We Look For?

We want to emphasize that we do not have a single "ideal" candidate. We pride ourselves on our diverse cohort of professional and academic background, and we value any unique perspective or skills an applicant may bring! Here are a few things we look for:

- **Changemakers** – Students with *genuine* passion for making an impact, social change and nonprofit work
- **Unique perspectives** – Diverse professional paths, personal interests, and backgrounds
- **Motivated, coachable individuals** – Willingness to try different approaches, learn new things, and ask questions
- **Team players** – Individuals who have strong teamwork and communication skills, with an openness to receiving feedback
- **Holistic evaluation** – TBG reviews each applicant following a detailed and holistic process that looks beyond just your resume

◆ Interviewing Tips

The Berkeley Group



Interviewing Tips

Recruitment can be super overwhelming, but our goal is to make it as approachable as possible. We want to see your authentic self, and most importantly how you think, approach problems, and collaborate with others. Here are a few tips to keep in mind:

Pre-Interview

- Review your resume and make sure it is updated with the most relevant information about you
- Familiarize yourself with TBG's mission and think about why you're interested in joining

During the Interview

- Try to structure and explain your thoughts in an organized way and take clear notes during the casing portion
- Whether you're working through a calculation or reading through a chart, walk the interviewer through your thought process. Thinking out loud is totally okay and even encouraged!
- Don't panic if you get stuck. The interviewer is there to help you, so feel free to take some time to gather your thoughts and ask questions
- We are far more interested in seeing your thought process than a correct answer!
- Be confident and present yourself authentically

We are all excited to meet you and get to know you more! Remember that we are all college students and could have met elsewhere on campus as well. We want to learn about your passions and your thought process, and are truly looking forward to getting to know you.