**Objective:** Meet with Jesse Victoroff, Engagement Manager at McKinsey, to hear his time at McKinsey, his experience with BBBSEM, and his vision when writing the SOW.

**Personal:**

* Currently in Germany, was in Portugal, Morocco previously (Lisbon, Leon)
* Currently doing work with McKinsey while traveling in Europe
* Jesse time working with BBBSEM
  + Worked closely with Recruiting Team on their processes, back-end communications flow, and application forms
    - On Recruiting Side, they are going to be more deliberate in choosing companies. Used to be a bit more random, but McK found that tailored messaging to larger organizations leads to better recruiting statistics and conversion
    - With back-end communications/forms;
      * Use FormAssembly, which is pretty outdated. Currently Terry (Chief Program Officer) is the only person who is knowledgeable in the process. So, converted the forms from the classic version to the FormAssembly Workflow version, which is a bit more user-friendly.
      * These forms have *doubled* the conversion rate
    - Automated Communications
      * Were using really old version of Salesforce, Salesforce Workflow; moved from that to new Salesforce Flow, which is newer and more dynamic/visual.
      * Aimed to solve 2 big problems:
        + Salesforce Workflow was really cumbersome and difficult to edit
        + A lot of their emails outdated and old.

**Note:** Still outdated; still tells people to fill out application *after* they have filled out the application

* Conversation with Aka
  + Aka said running inquiries and documenting timing would be the most powerful use of our time.
  + Additionally, going through flows would be useful – making sure they include what we are expecting
* Statement of Work
  + One thing to notice in the language (indicative of BBBS culture) is that there isn’t much focus on *value unlocked*; a lot of it is tactical (make sure there is no error, make sure language is relevant). Some client counseling we want to do is make sure we talk about the *value we are adding so we know how to prioritize*.
    - Focus on early outreach and discussion
  + The one Stage where reviewing Littles might be useful is when *littles apply and say they want to do it* BUT *they don’t enroll*. If the kid never shows up for an interview, it wastes an hour for the interviewer. So check language in the email going to the family just to ensure that they are converting interested Littles into Littles.
* Look into how to connect Acuity and Salesforce via **Zapier**

Sankalp: I had a general question – as we conitnue the project, are there any roadblocks you think we might face that we can prepare for in advance?

* Be prepared for low capacity – they may not have time to do things. Tie all your actions to value to the volunteer, make it easy, and prioritize