



Unleashing brilliance one grad at a time

2023 graduate program



Contents

- 6. The Forethought Graduate Program
- 8. Do You Have What it Takes?
- 9. What's In It For You?
- 12. Ready, Steady, Grad



Forethought is an internationally acclaimed marketing science consultancy that empowers our clients to achieve their growth ambitions. Using the scientific rigor of advanced analytics, we seek to understand and predict consumer behaviour. With high predictive validity, we model primary and organisational data, revealing the insight that offers certainty and clarity for management action, to gain and retain market share, improve margin and drive category growth.

Our story

Since solving our first client's marketing challenge in 1994, Forethought has grown into an international, award-winning marketing science consultancy.

Aspiring to take the guesswork out of marketing decisions, we invested in Marketing Science early in the firm's history and developed a reputation for advanced analytics and evidence-based insights.

Building a strong base in Australia, we quickly established effective research management across Asia, Europe and America.

We expanded internationally in 2012, opening our second office in New York.

From day one, we have been diligent in developing research to best address our clients' desired business outcomes, ensuring all methodologies are examined, proven and protected.

We have made a point of partnering with clients who are ambitious and intellectually curious, so we can push the boundaries and innovate in new areas together.



24 years of experience and thought leadership in understanding the complexity of **customer experience and brand**



An **academic level** of rigour to all projects, translating findings that are robust and stand up to challenge



We continually **invest in innovation** to help our clients drive business improvements and stay ahead of changing markets



We have **significant expertise** in conducting quantitative and qualitative research across specialist industry portfolios

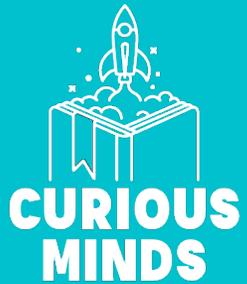


Collaborative and customised approach working with clients to ensure we deliver the most meaningful insights and action plans



In-house specialist team structure with expertise across all project stages for maximum quality control of research and analysis

Our Values



We challenge ourselves and our clients to grow, actively seeking feedback in pursuit of our development. We foster a learning and sharing environment, teaching each other and inviting ideas from all angles. As active drivers of innovation and creativity, we embrace our mistakes as a pathway to learn. We speak up if things don't seem right, and enjoy being adaptable and progressing the status quo.



Bold and ambitious, we are outcome-focused experts driven to make a difference with our work. We set clear objectives and deliver against them smartly, with quality and integrity. Unsatisfied with mediocrity, we take ownership and approach challenges with rigour and enthusiasm. We're always striving to deliver winning outcomes, for our clients and ourselves.



We embrace our diversity of talents, beliefs, backgrounds and working styles. Trusting and supportive, we earn each other's respect and are mindful of balancing priorities between ourselves and our clients. We thrive on active collaboration internally and with clients, and appreciate the value of all hands that touch our work. We express our gratitude openly, recognising each other formally and informally.



We are trusted individuals, empowered to work with autonomy and flexibility. We are understanding and accommodating of each other's work, life and emotional balance needs. We support each other to pursue goals inside and outside of work. We take the time to unwind and enjoy getting to know each other away from the tools.

The Forethought Graduate Program

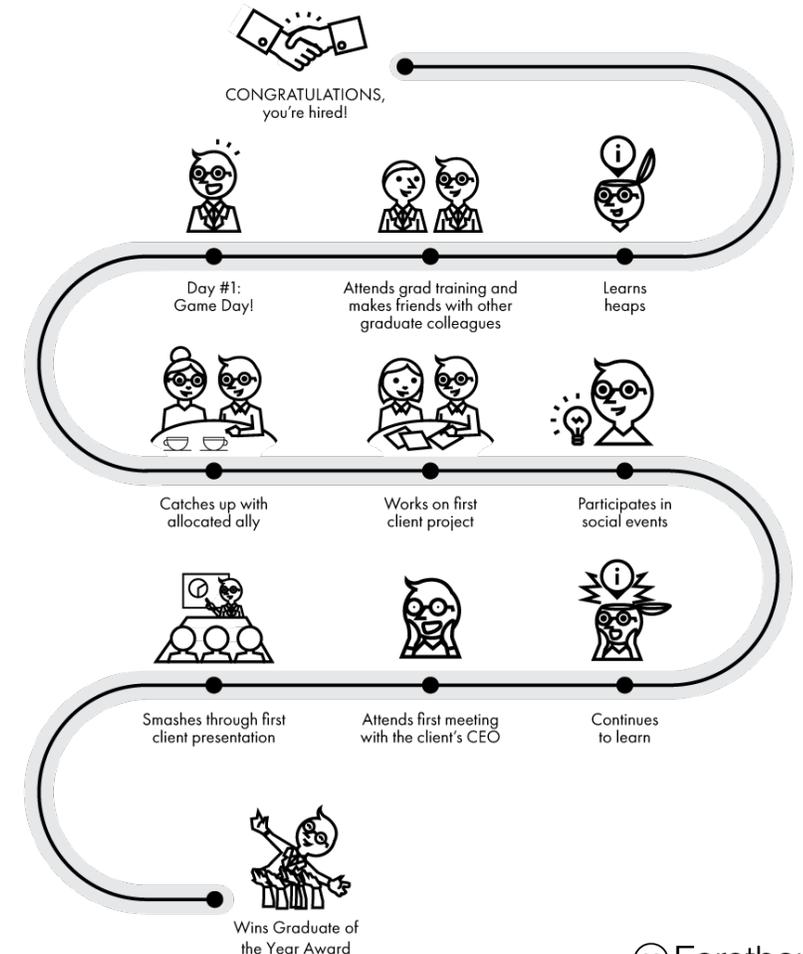
We hope you have warmed up, because at Forethought you will hit the ground running.

The 12-month Forethought Graduate Program has been designed to challenge, transform and empower high-performing individuals. From day one, you will contribute to complex marketing and growth projects for our clients, solving brand, communications, product and customer experience challenges.

In your first three months, you will embark on a structured learning program, the Graduate Bootcamp, designed to set a foundation for success as you launch your graduate career. Your participation during the rotational period will include introductions to the various specialist teams, case study analysis and practical hands-on experience, all while working collegiately with colleagues from across the firm.

As you progress in the role, you will work closely with senior colleagues to develop and deliver high-level project proposals, research and insights, as well as continuing to participate in professional development opportunities to guide your learning.

As a Forethought graduate, you will not only be immersed in the Forethought culture, values and operational model, but gain invaluable insight into the firm's patented methodologies that have successfully driven the growth of Forethought's multinational clients.



Professional development

Learning is a constant at Forethought and colleagues are encouraged to participate in various workshops, seminars and events, in addition to on-the-job learning.

The aim of these sessions is to continue to provide you with opportunities to expand your knowledge, develop your skills and accelerate your career as a professional, all while investing in your personal brand.

Our topics include:

- Strategy
- Methods and Practices
- Business Skills
- Critical Skills for the Future

On top of your professional development, we also want you to grow personally. Your manager will guide and support you with your Individual Development Plan, helping to set your personal goals within realistic timeframes. Monthly one-on-one catch ups with your manager and real-time feedback from your colleagues will assist you in achieving your personal goals.

Opportunity awaits

At Forethought, you will be empowered to progress your career at your own speed. Beyond your technical skills, a supportive framework is in place to help you advance and grow your knowledge of the industry, contribute to impactful work and climb your way up the ladder. Opportunity is there for the taking.

“Always learning, these two words have been a constant theme throughout my career at Forethought. From early learning sessions in Grad Bootcamp, to new methodologies, the art of presenting, how to most effectively deliver client outcomes, how to be a valued team member - and everything in between.

The environment cultivates an excitement to learn and do more. Truly, the opportunities are boundless.”

- Sheona Bello

Following her career start as a Graduate Consultant, Sheona has since relocated to our New York Office leading a number of strategic accounts in the USA.

Do you have what it takes?

Candidate checklist

1 This year, I will graduate with Double-Degree, Honours, Masters or PhD qualifications

2 I have maintained a distinction average throughout my studies

3 I want to work in high-performing teams to drive the growth of ambitious brands

4 I have a passion for consulting

5 I have distinguished myself in something outside of my academic pursuits

The following will also be highly regarded:

- Relevant work experience, including industry placements or internships
- Academic honours, awards, scholarships and prizes
- Study exchange programs
- Leadership experience in a professional, community or extracurricular environment

Sure, we ask for excellent academic performance, but that's not all. What we look for is distinction in something – anything. So, if you are President of your student society, captain of your sports team, an aspiring musician, or have distinguished yourself in something, we want to meet you!

What's in it for you?

Supportive environment

Health and wellness

Benefit from Forethought's wellbeing program, AllForeHealth, which offers wellness, connectedness, education and support for all colleagues. From in-work massages to weekly meditation sessions, find your Zen.

Social connectedness

Whether it's Friday night drinks, trivia nights or board game competitions, the social committee at Forethought knows how to bring it. Take the chance to get to know your colleagues in a social setting, and enjoy the many social events held throughout the year.

Further learning

Forethought is committed to continued learning, regularly hosting Always Learning sessions to bring clarity to case studies, methodologies, business skills, project management and business strategy. A range of other learning programs are also offered.

Flexible working conditions

Dress for your day, take time back when you go above and beyond or work from home when suitable - Forethought empowers its colleagues to work with autonomy and flexibility.

Giving back

What is 'success' if it can't be shared? Forethought is committed to creating a difference by encouraging and supporting our colleagues in philanthropic participation. In 2019, we proudly supported Cure for Brain Cancer. We raised funds for this incredible cause by organising Bake sales, 2 Albert park walks and BBQ day, Wacky race day, Melbourne Cup sweep and many more gold coin donation activities.

Giving back

Curious Minds, Exceptional People, Top of our Game and Happy & Healthy are the four key values that Forethought embraces day to day.

What's in it for you?

Supportive environment

Ally Program

For a Grad, the transition from university to corporate life can be both exciting and a little daunting. Our Buddy Program is designed to make this progression as seamless and enjoyable as possible, by connecting new Graduates with senior colleagues throughout the entire Graduate experience and beyond.

Monthly Check-ins

Monthly one-on-one catch ups with your manager will ensure you're supported personally and professionally, on track with your development and goals, and progressing in your career.

Team activities

Team building activities are very much encouraged. There has been great onsite and offsite team building activities that have been enjoyed by all. Some activities that our colleagues have participated in are: Paint balling, mini golf, Scavenger hunts around Melbourne CBD and volunteering at foodbanks.

International opportunities

With offices in Melbourne and New York, and a client base which calls for multi-regional studies, we are increasingly able to offer high-performing colleagues the opportunity to work across international projects.

Diversity and inclusion

At Forethought, we don't just accept and encourage diversity — we celebrate it and recognise the value it brings to our clients and colleagues. Forethought strives for a work environment in which colleagues feel that they are valued, included, given recognition for their contribution to the firm's success, and benefit from an environment that fosters good working relationships. We are proud to be an equal opportunity employer and uphold this with all aspects of the employment relationship.

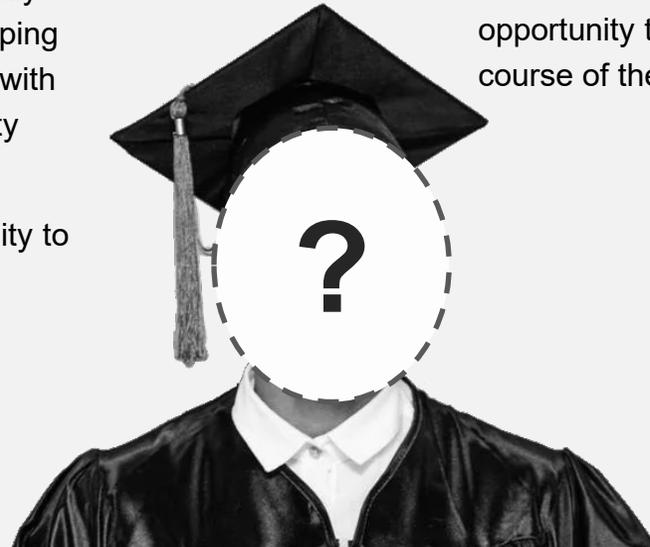
Acknowledgement & Awards

Graduate of the Year Award

The Sankey Award recognises the top-performing graduate for the year.

This award acknowledges collegiate behaviour towards a graduate's team and extended team, a consistently high quality of work, demonstrated intent in developing a career at Forethought, established relationships with internal/external stakeholders and a strong curiosity and willingness to embrace new ideas.

The recipient of this award is granted the opportunity to work in the New York Office for a period of two-weeks.



The Carissa Wong Award

Each year, we honour our most collegiate team member with the Carissa Wong Award.

This award recognises an individual's outstanding commitment to all colleagues, awarding them the opportunity to attend a relevant conference or course of their choosing, anywhere in the world.



Ready, Steady, Grad!

Are you ready to apply?

When joining Forethought as a Graduate, you will not only learn, develop, excel, innovate and achieve, but also contribute to impactful work which helps solve our clients' business challenges – what an opportunity!

If you are ready to launch your career at Forethought as a Consultant and/or Analyst, submit your application now.

To apply, please submit:

- A cover letter (demonstrating your knowledge and interest in Forethought, as well as your ambitions to pursue a career in Consulting)
- Your resume
- A copy of your most recent official academic transcript (applications for academic transcripts can be made through student services at your University)

Our recruitment process





Brand Strategy
Creative Efficacy
Customer Experience
Offer Optimisation
Engagement
Analytics
B2B

Contact Us

North America

Level 5 400 Madison Av
New York NY 10017
USA
+1 929 239 3080

Asia Pacific

Level 7 550 Bourke St
Melbourne VIC 3000
AUSTRALIA
+ 61 3 9614 3000

www.forethoughtusa.com