Hystra is a small, hybrid strategies consulting firm specializing in social enterprises and market-based projects targeted at the Base of the Pyramid (BoP). The firm aims to merge the pursuit of economic profit and social good.

My work responsibilities included:
- Conducting a competitive analysis of similar consultancies
- Helping prepare client presentations and edit publications
- Database work (editing, adding to, etc.)
- Other smaller projects as needed (varies day-to-day)

Worked from ~9h30 to 19h00 in a friendly, collaborative setting
On a corporate retreat in *La Trinité-sur-Mer* (Brittany)

Monet’s garden at Giverny

The *Sainte Chapelle* in Paris

The *château de Chenonceau* in the Loire valley
**Impact**

- Conducted an in-depth analysis of Hystra’s closest competitors and a market sizing analysis of the overall industry
  - Enabled Hystra to better position and brand itself in overall market, benchmark performance against peers
  - Database and analysis can be kept up-to-date in years to come

- Worked with and aided multiple colleagues in different capacities
  -Produced new slides for various client presentations, assisted in planning of a professional workshop, etc.
A lazy Sunday walk along the Seine
Personal Growth

- Learned about and gained experience in entry-level management consulting
  - Acquired new analytical and technical skills
  - Also explored breadth of options in the social sector
- Improved French fluency and cultural competency, especially in a business/professional-setting
- Experienced city living in Paris and considered if I’d like to live in France for a longer duration
- Devoured many delicious macarons and croissants
Basilique du Sacré Cœur
Montmartre, Paris—a few minutes’ walk from my apartment
Academic and Professional Considerations

- Strengthened my decision to pursue a French certificate and work in an international arena
- Possibility of working in the consulting or the social sector post-graduation: or both?
- Potentially pursue JP/Thesis on international development
The architecture is stunning
Conclusion

- A very positive experience working at a unique consulting firm that “walks the talk”—genuinely pursuing business and social interests
- Living, conversing, and eating in the most beautiful city in the world is an incredible experience—Paris, tu me manqueras!
- Immersion in a new language and culture