

Center for Experiential Learning

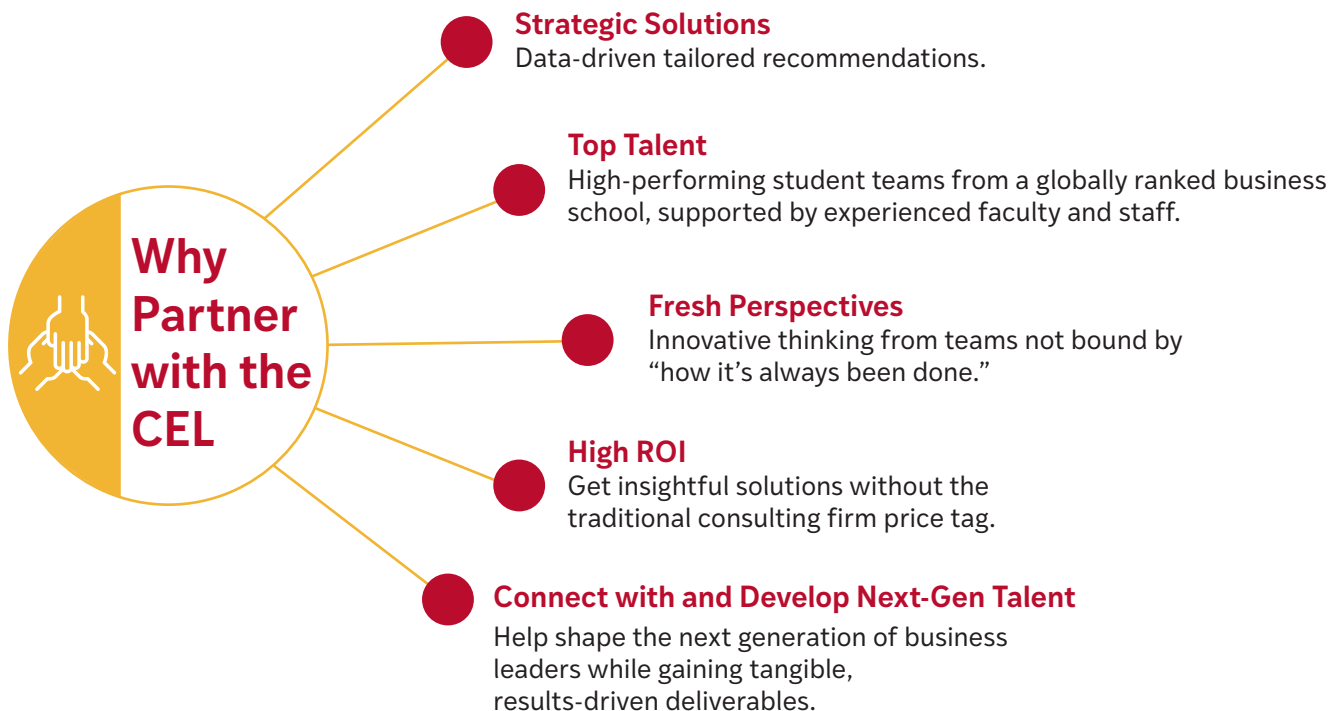
Impact at the speed of business

WHO WE ARE

The Center for Experiential Learning (CEL) at Washington University's Olin Business School connects organizations with top-tier student talent to bring insights and innovative solutions for business' real-world challenges. Students work under the guidance of experienced faculty experts to drive impact and growth for startups, small businesses, nonprofits, and global corporations.

WHAT WE OFFER

Our approach is collaborative from day one. Student teams — guided by Olin faculty — work closely with partner organizations to understand the business challenges they face. Through in-depth research and thorough analysis, student consultants deliver practical, strategic recommendations, providing actionable insights that can be immediately applied — all without the traditional consulting firm price tag.



“The WashU Olin students brought new and innovative ideas to our project this semester — what a great partnership between two of St. Louis’ largest brands!”

Megan Maher, director of trade marketing, Energizer

EXAMPLE BUSINESS CHALLENGES

Digital Transformation & Data Strategy

"How can we better use data to drive decision-making across departments?"

"What digital tools or platforms should we adopt to improve client experiences?"

Operations & Process Improvement

"Which operational inefficiencies are preventing us from scaling effectively?"

"How can we streamline our client onboarding process to reduce time and friction?"

Competitor & Market Landscape Analysis

"How is our competitive landscape shifting, and what should we do to stay ahead?"

"What market trends should we monitor over the next 2–3 years?"

THE PROCESS



Intake & Discovery Share project goals and challenges through a short intake form and discovery meeting. *Not sure what project? We can help with that.*



Project Fit & Scope Olin evaluates alignment and finalizes a project brief tailored to the identified business need.



Team Engagement Partners are matched with a student team that will work the challenge.



Collaboration & Delivery Student consultants provide regular updates, gather feedback, and present final recommendations.

WHAT TO EXPECT

- A structured, guided project from kickoff to final presentation
- Depending on program fit, 8–14 weeks of dedicated research, analysis, and recommendations
- Support and oversight from experienced faculty and staff throughout the engagement
- Regular communication and collaboration opportunities to provide feedback and guidance
- A polished final deliverable with actionable insights tailored to your organization's goals
- Client Commitment: Clients spent 8 to 20 hours on projects, including three campus visits, biweekly touch points, ongoing email communication, and providing requested data/contacts. Site visits with students are encouraged and appreciated

CASE STUDY: See how the CEL brought new ideas that made an impact for New Balance [HERE](#)



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Ready to get started?

Fill out this form (scan or click) and a member of our team will follow up.



Have questions? Contact us at 314-935-8055 or cel@wustl.edu to explore how the CEL can help drive your organization's success.

