

Volume 19
Issue 1
2024 O-Week Edition

O-WEEK RECAP

MASTERING MOMENTUM

CAPITAL W

Capital W is UNSW's premier women in business society, with a mission of developing, inspiring and empowering talented women of today to become the future business leaders of tomorrow.



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Presidents' Address

Dear all,

On behalf of Capital W, we would like to extend a warm welcome to all of you joining us in 2024.

Founded in 2007, Capital W is the leading Women in Business Society at the University of New South Wales. At Capital W, our focus is on empowering women in business, by working alongside sponsors to co-create accessible opportunities to build a bridge between university and the workforce. Our unique value lies in our thriving community that we have continued to grow, with a network of over 5270 members across all Australian universities joining us on our mission of developing, inspiring, and empowering the women of today to become the future business leaders of tomorrow.

Building on the foundation laid by our predecessors, our vision for 2024 involves the continuance of strengthening our relationships with sponsors and alumni members, and attracting and nurturing female-identifying students by organising valuable events and publications that align with the interests of our member base. We aim to ensure that these goals remain at the forefront of our strategy in 2024 and we look forward to a significant year of development for Capital W.

To our 5270 members and counting, we express our gratitude for your continued support, and we are so thrilled for you to join us in another year of self-exploration and enthusiasm for our mission. Through our mutual support to excel and achieve personal goals, we have been able to create a dynamic and supportive cohort, and we are truly grateful to create and achieve change alongside you all. We encourage you to take the time to reflect on the progress you have made in the past year, both personally and professionally.

As with every new year, 2024 will bring both unique opportunities and new challenges. We hope this year you will be able to continue pursuing your goals and come closer to achieving your dreams, by *mastering your momentum*.

We would like to warmly welcome the incoming students beginning their university journey and we hope you are excited for the adventure and endless possibilities ahead. This period is one not only of learning but of personal growth and development. It is important to be proactive throughout this experience and make the most of all opportunities and challenges to use them to continually develop yourself.

At Capital W we aim to inspire young women to have the resources and confidence to be the future leaders of tomorrow. We do this by creating a supportive community of women through social events, networking and mentoring opportunities throughout the year. We are excited to pursue this new year and look forward to the unique opportunities that 2024 undoubtedly holds. We hope that you join us in our pursuit to 'master momentum' and discover what this means for you!

Serena Abbasi and Harriet Vitek
2024 Co-Presidents



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JO HORGAN

Lara Aizenstros and Ven Lee Teo (Publications Co-Directors)



Initial Opportunities

Jo Horgan was born in the United Kingdom and later moved to Perth, Australia at the age of 14. Horgan undertook a Bachelor of Arts at the University of Western Australia and later pursued a Bachelor of Mass Communications at Boston University in the United States. Drawn to the world of beauty products from an early age, Horgan began her career working for L’Oreal in London, where she eventually gained a position as an executive. It was at this stage, in her late twenties, when Horgan began to reconsider her perspective of the beauty industry. Following witnessing the frenzy provoked by a M.A.C launch in the London department store, Harvey Nichols, Horgan observed what people were drawn to - niche products that were not available in Australia. This is where Horgan identified a key market opportunity and began her journey.

Implementing Change

Horgan noted a lack of multi-brand cosmetics stores in Australia, recognising that the traditional model included a cosmetics brand selling their products in an individual store. Taking a significant risk, Horgan packed up her life in London and moved to Melbourne, Australia to implement her changes to the Australian beauty market by starting Mecca Cosmetics. Despite this presenting a possibility for failure, Horgan’s risk-taking nature yielded great levels of success, demonstrating the power of facing the possibility of failure head-on. Horgan continued to persevere throughout the 2008 Global Financial Crisis, further growing her business and mastering the momentum of her soon-to-be beauty empire.



“

We showed that women could create a successful company collectively, and we could build each other up and create something really fantastic as a collective.

Mastering Her Momentum

Horgan's drive and motivation through failures enabled her to master the momentum of growing a business and establishing a national brand. In the initial four years of business, Mecca Cosmetics did not earn any profit. A further challenge arose in 2014, when global competitor, Sephora, entered the Australian market. However, Horgan did not allow herself to be overcome by these obstacles and continued **"onwards and upwards"**, **"focus[ing] on tomorrow"**. To persevere against challenges, Horgan identified key opportunities in e-commerce and social media, facilitating significant growth. In creating opportunities against all odds, Horgan generated significant momentum for Mecca Cosmetics, allowing the business to continue to grow even during the Covid-19 pandemic when in-store sales dropped. Mecca Cosmetics's continued expansion can be attributed to Horgan's mastering momentum through continued optimism and strategy.

Empowering Women Across Australia

Horgan's journey to establish Mecca Cosmetics has provided her with insight into the entrepreneurial world and the inequality that women face. According to Horgan, **"less than 3% of venture capital funds go to women-owned or run businesses"**. She further noted that this lack of capital going towards female-led businesses inspired her to begin Mecca Cosmetics. Horgan sought to create a female-founded business that would empower female employees to **"build each other up"** and allow their voices to be truly heard. Horgan's continued empowerment of her employees has led to Mecca becoming a national leader in employee satisfaction, as Horgan inspires her employees to **"fail forward"** and **"take considered risks"** on a path towards career growth. Horgan's career is a testament to female empowerment and the strength of mastering your momentum, and in turn, giving others the opportunity to do so.



INTERVIEWING ASHNI BAKSHI



What is your role at Adobe?

I am an Enterprise Account Executive who looks after Higher Education as well as Government clients across NSW and SA.

The theme for this year's Recap is Mastering Momentum. What does that mean to you, both personally and professionally?

Mastering Momentum is all about being able to successfully change and keep going forward. This is something I personally value as I believe that in order to adapt to different situations, you need to master momentum. An example is when I play a game of netball, I need to be able to master momentum and adapt so I am quickly reading the play and therefore helping my team be successful.

Professionally, I believe that mastering momentum is about how to propel myself and the team forward to achieve greater things together.

“Mastering momentum is all about being able to successfully change and keep going forward.”

How has Adobe's commitment to momentum and progress influenced your professional growth?

Adobe is always innovating and creating cutting-edge technology. As a company, this momentum really helps my professional growth as I feel like I am also driving towards similar goals and a part of a dynamic and exciting journey.

What advice do you have for first-year students looking to master the momentum of starting a new chapter of their lives in university?

My advice is the age-old saying of: It's OK if you fall, as long as you get back up. I think that in order to master momentum when starting something new, it is important to know that you will likely make mistakes, face challenges, and you may feel nervous. But if you just keep pushing ahead and dusting yourself off, you will be fine!

Achieving success will often involve balancing various aspects of life. How do you manage to maintain momentum in your career while ensuring a healthy work-life balance?

I believe that setting time aside for things that matter and prioritising them in my personal life helps me focus with maintaining momentum in my career. Having the balance, a plan, and the clear boundaries certainly help me feel that I am contributing to a healthy work-life balance.

As a representative of your organisation, how does Adobe support employees in maintaining momentum, both professionally and personally?

Adobe helps me maintain momentum professionally by always pushing and challenging me, whether it is by pursuing sales goals or helping me extend myself to lead Women @Adobe. Personally, through the amazing benefits focused on health, wellness as well as professional development, I feel like I am able to maintain a healthy balance and maintain momentum.

My first year at Bloomberg: "I studied harder than I ever did in school, but also learned a lot more."

To be honest, my financial knowledge was pretty much non-existent at that time - my background was in science, and I majored in Biology, Chemistry, and Earth and Environmental Sciences at university. I was definitely apprehensive about joining an industry I had no prior experience in.

However, all the employees I had the pleasure of speaking with were very reassuring; during their presentation, they emphasized how much Bloomberg invests in its people, whether it be via educational or career development opportunities.

Also, the fact that they were looking not for an experienced person, but rather someone who was willing to gain that experience, really appealed to me. This was what prompted me to take the plunge and apply for a job with Bloomberg.

- Lilly Inoue, Analytics Team Leader



Find out more:

<https://www.bloomberg.com/company/>



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Career Accelerator is your one-stop shop for career development opportunities & experiences exclusive to UNSW Business School students.

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Internships

Internships are available for you on the COMM2222 & COMM5022 dashboards!



Mentoring

- Career Mentoring Program
- Alumni Leaders Program
- Women in Business Program



Workshops & Events

- Business Insights
- Community Wednesday's
- O-Week Orientation



Business Experience

Free co-curricular business experience with real clients and projects.



Global Experiences

Global Business Practicums
COMM3020 & COMM5020.



Academic Support

- Learning Consultations
- Free Excel Certification



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- LinkedIn Checker
- Mock interviews



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Gain confidence & networking skills

Connect with industry partners and peers!

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INTERVIEW WITH WINNIE YIP



What is your role at the UNSW Business School?

I'm the Faculty Recruitment Officer for Business and I'm responsible for achieving student load targets by planning and executing key recruitment and marketing activity for the faculty, although, more students will know me from my role in Career Accelerator as an Engagement Officer managing the 31 Business affiliated clubs and societies.

The theme for this year's recap is Mastering Momentum. What does that mean to you, both personally and professionally?

Mastering Momentum for me means making deliberate choices that align with my internal guidance system, feeling fulfilment in the direction I go, accepting that my journey is happening now and not something I need to chase to get to an end point. There is so much to experience, learn and observe in both my personal and professional life, which is amazing, but can be distracting. Oftentimes we feel the thrill of aiming for a destination and we have to get somewhere as fast as we can to succeed but I don't think this is what success is. Mastering Momentum is focusing on me, here and now.

Can you provide insights into how diversity and inclusion contribute to building momentum within a workplace, fostering innovation and creativity?

The biggest thing for me with strong diversity and inclusion is the cultural intelligence that is boosted and shared in the workplace. The more understanding we have of different ways of thinking, journeys, range of experiences and wealth of knowledge that everyone brings, and respecting this, the safer we can feel in innovating and being creative without judgment.

Looking forward, what developments do you see shaping the future of your industry, and how can individuals proactively position themselves to ride these waves of change with momentum?

We're living in our artificial intelligence era. Generative AI presents a whole range of opportunities and solutions for professional staff in higher education. It can help with scaling up support services, and facilitating AI tools to make students more employable. Any technological advancement means more data captured to make more informed decisions. My advice? Learn about the different generative AI tools out there that can help you, not just Chat GPT. People have been working on AI for ages but it is now that it is so accessible. There are plenty of lists on the internet and people making videos on AI tool hacks. Check them out and incorporate them into your life earlier rather than later.

How has UNSW Business School's commitment to momentum and progress influenced your professional growth?

UNSW Business School is committed to ensuring both our students and staff are striving towards 'Careers that matter', so it is a great workplace to be in as they are very supportive and provide us with opportunities to upskill and grow. They have endorsed me to participate in a design thinking course and an authentic communicator course, and I can now apply those learnings to create more value into our student community. UNSW Business School empowers me to be the best version of myself. I show up to work being authentically me, which feels so energising when I don't feel the pressure to conform to a certain stereotype.

An Interview with



BROOKE O'CALLAGHAN

Global Market Analyst at Citi



What is your role at Citi?

I am a second-year Global Markets Analyst at Citi. I came to Citi through the intern program and via the Women in Markets scholarship initiative. I am now completing my third and final 4-month rotation of the graduate program, where I have had the privilege of rotating across Citi's FX, equities and G10 rates businesses.

The theme for this year's recap is Mastering Momentum. What does that mean to you, personally and professionally?

For me, momentum stems from consistency and perseverance. To 'master momentum' in my personal and professional life, I try to stick closely to a routine day-to-day. Bigger picture, I play to my strengths and lean into what I am good at, but also commit time to work on my development areas. I think it's important to celebrate the wins - it is motivating and builds confidence!

What inspires you to persevere and take advantage of the momentum new opportunities provide, and how do you maintain motivation during challenging times?

While it can be daunting to face change, I strongly believe in the benefits of trying new things and seizing opportunities. You don't know until you try! I maintain momentum in my personal and professional life by saying 'yes' as much as I can, even if the opportunity scares me. I remind myself of how great it feels to learn new skills, meet different people and overcome challenges. In order to maintain motivation during challenging times, I lean on my family, friends and co-workers. Sometimes this will involve devising strategies to address problems that I'm facing, and other times it just helps to share with someone how I'm feeling or what I'm going through.

What advice do you have for first-year students looking to master the momentum of starting a new chapter of their lives in university?

My advice is to find a routine that works for you. University is different to school as you are given a lot less guidance around how to spend your time, so the onus is on you. Work out a schedule that allows you to accomplish what you need to in a work sense, spend time with your family and friends, and give yourself space to decompress through exercise, meditation or Netflix.

How has Citi's commitment to momentum and progress influenced your professional growth?

Citi values growth and progress. We are encouraged to set goals individually and as teams, and are constantly striving to achieve more. Citi's focus on internal mobility generates momentum as well as progress amongst its people. Citi supported me in moving to the markets floor from the (former) retail bank division. The rotations within the internship and Graduate program also allowed me to gain exposure to several different areas of the markets business.

What advice would you give to students about overcoming the fear of failure and taking bold steps in order to create momentum in their careers?

Perfectionism tends to be quite common amongst women. We like getting things right and may find it embarrassing to be wrong. I used to be extremely guilty of this and I can be hard on myself sometimes when I make mistakes. But now, instead of questioning or critiquing myself when I get things wrong, I view mistakes as opportunities for learning and growth. If you work hard and learn from the mistakes, you will make progress at university and in your career. As for being bold, it's good to remember that progress is rarely made when operating within your comfort zone. When you're young, it's the perfect time to make mistakes - you'd rather do it now than later, right?

AN INTERVIEW WITH RENE ARUNAKMAREN



What is your role at Goldman Sachs?

I am an Associate in the Consumer/Retail, Healthcare (CRH) coverage team in Corporate Advisory, Global Advisory & Markets. We provide advisory and financing services to clients ranging from ASX-listed corporates, to global industry leaders. My role involves day-to-day transaction management, preparing pitch materials and strategic presentations for our clients and building financial models to inform key client decisions.

The theme for this year's recap is Mastering Momentum. What does that mean to you, both personally and professionally?

Mastering Momentum to me involves a commitment to continuous learning and seeking out new opportunities to challenge and drive oneself. Being proactive is key, as is taking risks that may at times put you outside your comfort zone. The experiences that have been most energising and have had the biggest impact in shaping my development have almost always been, at the time, demanding and slightly daunting.

How has Goldman Sachs's commitment to momentum and progress influenced your professional growth?

Goldman Sachs is committed to continuous learning and growth from day one, and unlocking the potential of its people is a core part of the firm. While we are provided a range of resources to grow our careers—from mentoring, feedback and global training—it is the nature of the firm, the pursuit of excellence and the people that the firm attracts that have been most influential to my professional growth.

Being involved in innovative and transformational transactions, and being surrounded by extremely driven and intelligent leaders and colleagues have really pushed me to challenge myself and grow in confidence.

How do you maintain a continuous momentum in your career, and what role does ongoing learning and adaptation play in your professional journey?

Working in CRH has been great for gaining exposure to different opportunities and challenges given the breadth of the client base and diversity of transactions. No two projects are the same, nor are any two days—which keeps things very exciting.

You are pushed to draw on your experience in sometimes unfamiliar circumstances, and given the fast-paced environment, learn quickly to adapt to new challenges from day one. While I see my day-to-day learning on the desk as valuable, I also drive momentum in my career through mentorship—you never know what door a single conversation can open.

What inspires you to continue to persevere and take advantage of the momentum which new opportunities provide, and how do you maintain motivation during challenging times?

A key driver that allows me to take advantage of the momentum I have built over my career is reflecting on what I have gained and learned from new experiences, as well as keeping in mind clear objectives that guide the opportunities I seek out.

I have found it important to prioritise sustainable momentum to ensure that I continue to enjoy the challenges and see a long-term pathway in this career. Especially in more busy times, it can be very easy to lose sight of the bigger picture, so I find it important to reflect and re-calibrate every once in a while.

Could you offer some advice for students trying to adjust to the change between university life and professional life and how to maintain their momentum and drive in both of these areas?

Managing the transition can be difficult—though with a mindset focused on taking opportunities to build knowledge, tackle new experiences and meet and network with new people, you will set yourself up to get the most out of university and professional life.



Never underestimate the importance of an enthusiastic attitude and eagerness to learn!



L.E.K. Consulting 2025 Associate (Graduate) applications are now open!

Who we are

L.E.K. Consulting is one of the world's leading strategy consulting firms, offering management consulting careers. Established in 1983, our global footprint spans 21 offices worldwide, comprising a team of over 3,000 professionals.

What we do

Here, we work with leading businesses, investors, and governments to capture competitive advantage, accelerate growth and help Australia to become a better and more sustainable place.

What we are looking for

Our dynamic, fast-paced work environment puts a premium on teamwork, communication, flexibility, and creative thinking. We don't use a rigid checklist to find people to join our team. Instead, we look for a combination of attributes that provide a solid foundation for a successful consulting career at L.E.K.

We are actively seeking driven and inquisitive final-year students to become part of our dynamic and high-achieving teams in Melbourne and Sydney in 2025.

2024 Key recruitment dates

- 3 March – Applications close at 11:55pm
- 12-14 March – First round interviews
- 20-21 March – Final round interviews

Scan here to apply!





AN INTERVIEW WITH CHLOE LAU

ASSOCIATE AT L.E.K. CONSULTING

What is your role at L.E.K. Consulting?

My primary responsibility within a case team is to collect, analyse, and synthesise research and data to aid the process of developing informed recommendations for our clients.

The theme for this year's recap is Mastering Momentum. What does that mean to you, both personally and professionally?

Personally, it signifies the art of navigating different stages within my life (i.e. the transition from university to full-time work) whilst prioritising long-term goals (i.e. running a half marathon). It is about establishing momentum by embracing challenges and viewing setbacks or failures as learning opportunities.

On a professional basis, "Mastering Momentum" is the ability to consistently seek development opportunities to ensure continuous learning and improvement from case to case. It involves asking for periodic feedback during casework and actively putting my hand up for "stretch" opportunities beyond the Associate role.

How has L.E.K. Consulting's commitment to momentum and progress influenced your professional growth?

I am grateful to work at a company like L.E.K. where learning and development is a guiding principle and ingrained in the culture.

L.E.K.'s competency framework, a clear guideline on the expectations of each role within case teams, guides progress and ensures momentum throughout one's career. This is a prime example of L.E.K. equipping us with the appropriate resources to promote professional momentum and eventually growth.

"Establish momentum by embracing challenges and viewing setbacks or failures as learning opportunities."

How did you navigate the shift from university to your early career and how did you master the momentum which you had previously gained from University?

I was lucky enough to intern at L.E.K. in my penultimate year. This experience significantly expedited my transition from university to full-time employment, providing me with a three-month immersion into the role of an Associate.

During the internship, I gained exposure to team dynamics, familiarised myself with essential platforms like PowerPoint, Excel, Alteryx, and Tableau, and established early connections with colleagues. I highly recommend pursuing internships or vacationer programs in the industry you desire to work in, as they are highly effective to transition into your new chapter!

Achieving success often involves balancing various aspects of life. How do you maintain momentum in your career while ensuring a healthy work-life balance?

Balancing work and personal life can be tricky, but I always endeavour to set boundaries early and prioritise aspects of my life that are important to me. Communication is key to achieve work-life balance - for example, if I have a commitment outside of work, I will block it out on my calendar and notify my Manager (or colleague I am directly working with) in advance. From this, I have set the boundary that I will not work for a certain period of time.

I have found that by providing enough notice, it is rarely a problem. Health and exercise are also important aspects of my life, and I have created a routine that fits around my work schedule. For example, I will go to Pilates classes during lunch, or run before and after work. It is important to remain adaptable and prioritise the things you value most!

How does L. E. K. Consulting support employees in maintaining their momentum?

L.E.K. establishes a strong foundation for professional growth and momentum through various initiatives: providing one a dedicated Career Coach, monthly company-wide training days, weekly Pulse surveys for case teams, and even implementing thorough case review processes. I find these instrumental in fostering accountability and readiness for growth.



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Applications from students with all degree backgrounds are welcomed.



Journey to the Top with Alison Wagner



Alison Wagner began her career at Macquarie as a graduate and is now Division Director and Agricultural Commodities Trader in our Commodities and Global Markets Group. Her 11-year career with Macquarie has taken her around the globe, including Singapore, London, New York and Sydney. Alison recently returned to work after 12 months maternity leave and is keen to spread the word that it's possible to take maternity leave and grow a family, while building a successful trading career.

Alison Wagner is a Division Director and Agricultural Commodities Trader within Macquarie's Commodities and Global Markets Group. Alison says she always wanted a career that would play on her strengths in maths, and finance was a logical choice. But it was completing her honours thesis on options modelling for her Bachelor of Mathematics and Finance in 2012 that drew her to trading.

When applying for graduate roles, she was immediately attracted to the interesting work and friendly culture at Macquarie. Macquarie's Agricultural Commodities team was also a drawcard and aligned with her passion for the industry.



Experiencing the world through agricultural commodities

Alison joined Macquarie's Sydney office as a graduate Analyst in 2012. Not long after, she was given the opportunity to take her career beyond the borders of Australia. Alison spent two years on the trading desk in Singapore, where she worked across both Base Metals and Agriculture, and was promoted to Executive. On her return to Sydney, she chose to stick with her passion for agricultural commodities, and was again promoted to Manager and retained her Singapore working hours.

"Singapore and Sydney work closely together as an Asia Pacific hub," Alison explains. "We are a global team with London and New York, and while we sit in different locations to cover markets trading in different time zones, we collaborate closely."

With the support of her manager, Alison was also given the opportunity to work in London and New York to gain more global experience. In 2017, she spent three months working with the Agricultural Commodities team in Macquarie's London office, followed by a two month stay in New York the following year. In 2018, Alison was promoted to Senior Manager and was instrumental in growing Macquarie's agricultural commodities trading business in the Asia Pacific, leading the team since in 2019, and being made Associate Director in 2020.

Flexible, inclusive and possible

Alison acknowledges that women have historically been underrepresented in trading roles within financial services and wants that to change. This inspired her to serve as an active member of Macquarie Group's Diversity Equity and Inclusion (DEI) committee.

"I've enjoyed helping more women back themselves to see finance and trading as a great career path. Over 11 years I've watched the culture shift, and Macquarie's commitment to diversity and inclusion has been a big part of that."

In 2022, Alison took 12 months maternity leave. Alison says that she's been well supported and her career only changed in a positive way, being promoted to Division Director while on maternity leave.

In 2023, Alison took advantage of a phased return to work, using 12 days of additional leave over the first 12 weeks. On returning to work, Alison was able to utilise Macquarie's approach to hybrid work.

Alison also sits on the Commodities and Global Markets Career Advisory Panel and is passionate about leveraging her own experience to help others.

"I'm keen to spread the word that it is possible to work in trading, take maternity leave, then come back and pick up your career where you left off."



Embark on Your Global Career

Who We Are

Nomura is a global financial services group with an integrated network spanning over 30 countries. By *connecting markets East & West*, Nomura services the needs of individuals, institutions, corporates and governments through its three business divisions: Retail, Wholesale (Global Markets and Investment Banking), and Investment Management. Learn more about Nomura's services by visiting our "What We Do" homepage.

Our Divisions

Nomura's divisions are primarily dedicated to servicing the needs of institutional clients. They comprise of:

International Wealth Management, committed to providing tailored investment, financing and wealth planning solutions.

Corporate, which includes Technology, Finance, Risk, Operations, HR, Legal, Compliance, and many other departments. These teams are fundamental to our success.

Global Markets, an integrated, cross-asset platform which includes research, sales and trading in global securities.

Investment Banking, which provides financing, advisory and risk solutions to our clients.

Our Culture

- Employee networks**
- Employee fundraising activities**
- Flexible working**
- Corporate grant-giving**
- Multi-year charity partnerships**
- Volunteering opportunities**

Career & Lifestyle
Our employees today have many choices when considering their career and lifestyles.

Growth & Exploration
Collaborate with teams from all around the globe to help you discover new perspectives and values.

Diversity & Workplace
Our people are our greatest asset. We foster diversity, equity and inclusion to allow them to thrive.

Nomura in Numbers

Servicing our clients for almost **100 years** since

1925

Education

1,028,000

As of March 2023

Elementary school, high school & university students have attended our lectures on finance & economics



\$526.8 billion*

Net assets under management through our investment trust and investment advisory businesses



Retail client assets exceeding

\$922 billion*

Coverage of **global economic & financial indicators**
Handled by our global research team

86%



27,244

Employees in over **30 countries**



A diverse workforce with **90 Nationalities**

Extensive retail network in Japan with **110 branches**
(as of Apr 17, 2023)

*JPY numbers have been converted to USD at the exchange rate of USD 1 = JPY 144.47, i.e. the Federal Reserve Rate as of June 30, 2023.

An Interview with Georgia Nikolovski



What is your role at OC&C Strategy Consultants?
Associate Consultant.

The theme for this year's recap is Mastering Momentum. What does that mean to you, both personally and professionally?

For me, mastering momentum is about creating rhythm in your life – one where you can celebrate your successes, and equally as importantly, accept setbacks and use them to grow. Both professionally and personally, life is such a rollercoaster, and it's about using the downs to get you back up and enjoying the ride.

How has OC&C Strategy Consultants' commitment to momentum and progress influenced your professional growth?

I think something really cool about strategy consulting is that you work on shorter projects – and it's amazing to see how much your work transforms from the first week, to the final week of a project! This isn't something I could do alone; I think that working with such an incredible team of peers has been super important for my growth. Sharing insights, debating ideas, and receiving constructive feedback all make for work that is beyond what I could do alone. OC&C also has regular formal and informal feedback sessions, monthly mentor check-ins and training with the overseas offices.

Achieving success often involves balancing various aspects of life. How do you manage to maintain momentum in your career while ensuring a healthy work-life balance?

It would be remiss of me not to add a little consulting humour into these answers. Just like creating the perfect PowerPoint slide, I think achieving success is all about having a thoughtful layout. There needs to be space for everything (like your work, friends, family, hobbies) while making sure you are drawing your attention to the things that are most important.

What advice do you have for first-year students looking to master the momentum of starting a new chapter of their lives in university?

If you enjoy a class, (I probably wouldn't recommend seeking out opportunities in classes you don't enjoy), speak with the lecturer and ask what opportunities they have in their faculty. That's something I did in my final year of undergrad, and fast forward to the end of the year, I was in Singapore doing research with one of my favourite lecturers. This isn't exactly groundbreaking advice – but you do have to be proactive and seek out opportunities – the experiences I got the most out of at uni were ones I sought out!

What inspires you to continue to persevere and take advantage of the momentum which new opportunities provide, and how do you maintain motivation during challenging times?

I like the idea of being excellent at the things I do (note that I've said 'excellent', not 'perfect'). So, I think knowing that what I am doing is building towards that is motivating. But part of achieving that is making mistakes. So, I try to not be too hard on myself when I do something wrong and learn from it. No one who is excellent at anything started out that way.



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Scan to apply

FROM CHAOS TO CONTROL

How to make this year your year



Based on one of Aesop's Fables, "The Tortoise and the Hare", are you more of a Tortoise or Hare?

In my first few months in university, I was an idealistic Hare who wanted to quickly achieve as many things as possible. Eventually, my way of thinking poorly influenced my health and academic standing. Thanks to this moment, I realised that like Tortoise, it's better to build discipline rather than having spontaneous sparks that easily wear you down.

Here's how you can adopt Tortoise's strategy to make your university days a breeze!

**BY: NADYA SOETOMO
(PUBLICATIONS SUBCOMMITTEE)**

#1 PRIORITISATION

Whether it's joining Capital W as a subcommittee member, getting a part-time job at Maccas, or staying overnight in the Law Library to cram on an exam, the world is your oyster! One downside to this, however, is the human tendency to feel overwhelmed when juggling everything at once. This being said, prioritising your tasks, activities, and even sleeping schedule is the ultimate hack to tailor your sustainable strategy in paving your way towards a bright university journey in the long-term. Think about your goals, strengths, weaknesses, and the things that matter to you as a person. These can help you make wiser decisions in terms of investing your energy and time.

#2 HANDLING PROCRASTINATION

Being a university student could mean a lot of things. One of which is to unconsciously drown in the world of procrastination – which, to be fair, is a guilty pleasure for almost every one of us. But delaying one thing means to delay your overall progress and growth. To avoid this, the cheat code is to turn any large-scale projects you have into several bite-sized tasks that are doable in a repetitive manner. This way, you won't have to feel pressured or uninspired to complete everything all at once. Not to mention, you won't realise how quickly time flies by the time you complete your bite-sized sequence!

#3 BE KIND TO YOURSELF

Last but not least, reward yourself every once in a while. You're the only person who takes full control and is fully responsible for your own life, so take care of yourself well. Not everything has to instantly work out. Give yourself some time and space to reflect before taking the next step.



building social momentum

By: Kavya Narasiman
(Publications Subcommittee)

In high school, you saw your friends daily and shared many important milestones. Although everyone wishes uni was the same, it is vastly different and will take you a while to become accustomed to. Here are a couple of things I wish someone would have told me when I started uni.

other commitments you may have. Finding and maintaining good friendships is incredibly important as it can be a strong support system to help boost your mental health. Don't feel pressured to be friends with everyone. Instead, invest your time and energy into friendships that add value to your life. You can find 'your people' in uni by:



#1: expand your horizons

- Joining hobby societies so you can meet people with similar interests
- Socialising with people who are studying your degree

As important as it is to maintain the friendships you forged in high school, it is equally important to venture out and meet new people. Doing this at the beginning of first year helped me gain valuable new perspectives of my friends who went to vastly different high schools and as a result, had incredibly different experiences to me. You can do this by:

- Attending society events
- Signing up for peer mentoring programs such as Capital W's Beyond Mentoring Program
- Talking to people in your tutorials



#3 expand your network



Just as important as it is to gain social momentum within friendships, it is equally important to expand your network. Here are some tips that can help you build momentum in your next networking event:

- **Active Listening:** When holding a conversation with someone at an event, ensure that you show genuine interest by listening attentively and asking thoughtful questions.
- **Defining Your Goal:** Before you attend an event, ensure that you know why you are there. It can be as simple as wanting to gain insights into the different fields you may want to work in in the future or to secure an internship later on in your degree.
- **Follow Up:** After meeting people, always follow up by communicating your appreciation and that you are interested in staying connected with them.



#2 quality over quantity

Not everyone you meet in university will become a lifelong friend and that's okay. What's more important is finding people with whom you share a meaningful connection with. In uni, it is easy to succumb to burnout, especially when juggling a multitude of things such as academics, work, your social life and any

Mastering Momentum Through Proactive Serendipity

Navigating the waters of career and personal growth can sometimes feel like waiting for a lucky break. Even in a world teeming with opportunities and possibilities, it sometimes feels as though it is all out of reach. I deeply believe that the key to bridging this gap lies in the concept of *proactive serendipity* - actively setting the stage for fortunate discoveries and opportunities.

1 Understanding Proactive Serendipity

Proactive serendipity is about creating your own luck. It's a strategy of placing yourself in situations where the probability of encountering beneficial opportunities is high. It's not leaving things to chance, but rather, cultivating an environment where chance can work in your favour.

2 Take the Leap into New Experiences

One of the most effective ways to invite serendipity is by stepping out of your comfort zone. Whether it's attending a society event, signing up for a company visit, or engaging in diverse networking events, these actions open doors to unexpected and rewarding paths.

3 Network with Purpose

Networking is more than just exchanging LinkedIn details; it's about forming meaningful connections. Approach networking with the intent to learn and share, not just to gain. This mindset fosters genuine relationships that can lead to serendipitous collaborations and opportunities.

To network effectively, focus on these strategies:

- **Active Listening**
Show genuine interest in the stories and experiences of others. Ask insightful questions and listen more than you speak.
- **Offer Value**
Think about how you can help others. As a student, it can feel like you have nothing to offer a recruiter. However, you can always provide them with value, whether it's providing them with your own portfolio or resume, or connecting them with someone else in your network.
- **Follow-Up**
After meeting someone, follow up with a personalised message. Reference something specific from your conversation to show that you were engaged and interested.
- **Stay Consistent**
Networking is not a one-off activity; it's about building and maintaining relationships over time. Regularly check in with your connections, share updates, and continue to be a resource for them. You have a lot to gain from them, and they have very little to lose by being in touch with you!

4 Stay Curious and Keep Learning

The pursuit of knowledge and new skills is a powerful serendipity magnet. You do this by being engaged in your classes at university, but also by attending workshops, talks and remaining actively engaged with the news. Taking the occasional online course or Gen-Ed course is also a great way to engrain the habit of learning into your life.

5 Patience is Key

In an environment at university where most are engaging in internships, part-time roles and valuable extracurriculars, it can feel overwhelming and demotivating when applications you put in get rejected. Patience is vital as you plant the seeds for future success. Recognise that not every effort will yield immediate results, but each is a step towards a serendipitous encounter.



Take a moment to jot down one new habit you'll commit to developing to spark serendipitous events in your life. This could be as simple as choosing to study in different locations to meet new people, sending a thoughtful message to someone new each week on LinkedIn, or attending a society event. Whatever it is, ensure it pushes you slightly out of your comfort zone and opens new doors for connections and learning. Remember, the journey towards mastering momentum through proactive serendipity starts with a single, intentional step.

BY: DOHA GOREISHI
(TREASURER)



SILVER LININGS

*LARA AIZENSTROS AND VEN LEE TEO
(PUBLICATIONS CO-DIRECTORS)*

As you move through university, you may come across common obstacles which impact your trajectory. However, along with every challenge you encounter comes an opportunity to overcome and grow. To master your momentum, you must leverage each of these opportunities to develop the resilience that will allow you to thrive.

EARLY BEGINNINGS

In your first year of university, you may find yourself stuck at a crossroads between high school and university. The comfort and familiarity in high school have been replaced by an entirely new and different world. A simple way to make new friends is to join societies and first-year camps. First year is a time to truly understand yourself beyond the path you created in high school. It may be daunting without the constant company of your high school friends but this is an essential time to discover yourself. The independent nature of university, whilst initially isolating, can allow you to gain essential self-confidence as you develop a deeper understanding of yourself and your aspirations.

HITTING YOUR STRIDE

As you begin your second year, you might begin to feel doubts about the degree you have chosen. Whilst everyone else seems to be hitting their stride, you feel more lost than ever. To begin, determine what you do not like about your degree. If you find yourself disliking certain first-year subjects, remember that you can align your major with the courses you prefer. However, do not be afraid of transferring degrees, as it is vital to find something you are truly passionate about. Take time to research degree options by reading course handbooks, discussing with friends studying that degree and taking electives. Making a well-informed decision on your degree will allow you to gain momentum within your university studies.

Another issue you may encounter is feeling behind in terms of your career. At this stage, some of your friends may be beginning to enter the professional world in entry-level corporate positions. If you feel ready to enter a corporate environment you should begin by doing your research on LinkedIn or organisation websites. Once you have found the right fit do not be afraid to reach out through cold calling and emailing! Further, if you are looking for short-term options you can use the UNSW Careers Board to discover short-term internships. However, if you do not feel ready to enter the corporate world, do not stress! Allow your career path to move comfortably and do not rush into anything.

ONWARDS AND ABOVE

Heading towards the end of your degree you may be seriously considering where you would like to progress within your career. There may come a point where you have to quit your first corporate job to continue your growth. This change can be intimidating, as you have settled into the comfort and routine of your current job. However, do not allow the fear of quitting or failure to limit you from achieving your long-term aspirations. Quitting without another job lined up can also feel discomfoting, feeling like you are falling behind your peers, but allow yourself to measure success according to your own definition of it. Take advantage of this time to rest and recharge, before applying for jobs you are genuinely interested in. This prevents the burnout common among students and allows you to maintain long-term momentum.

Deciding where to go next can be a difficult decision. You may come to a stage where you feel directionless, wanting to find a 'better job' but lacking interest in the work. Whilst career growth is an important consideration, you must determine how much you are genuinely interested in your work and how well the company aligns with your values. Do not be afraid to try new jobs or 'go backwards' in your career trajectory. Whilst certain jobs may sound good on a resume, you must consider what you are truly passionate about. Talk to older friends, UNSW alumni and reach out to people with interesting careers. Take the time to truly know yourself and your passion and your momentum will be driven by passion.

So, even in moments where you feel uncertain or stuck, recognise that you are not the only person feeling this way. As well as this, do not allow any challenge to limit your momentum. Every problem you run into presents the capacity for perseverance and growth, no matter what stage of your degree you're in.



UPCOMING CAPITAL W EVENTS



TERM 1

February - August: Beyond Mentoring Program

February: First Year Social

7 March: International Women's Day Breakfast

March: Term 1 Subcommittee Recruitment

April: Capital W x UCC Women in Consulting

April: High School Workshop

TERM 2

June: Annual Dinner

June: Capital W x UNIT Diversity in Finance

June: Internship Applications Workshop

TERM 3

September: AI Think Tank

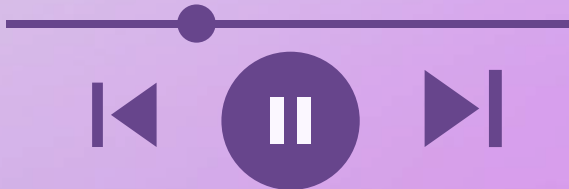
September: Keeping up with the Alumni

October: Term 3 Subcommittee Recruitment



Now Playing

Women in Spotlight



Capital W is UNSW's Women in Business Society. As a group we aim to bridge the gap between university and the workplace for female students. This podcast aims to create discussion surrounding topics at the forefront of our students' minds featuring inspirational figures. These guests will include female representatives ranging from our sponsors to our past and present Capital W alumni. If you have any topics that you would like us to discuss, please email us on capitalw.unsw@gmail.com.



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