



## Case Study 5: Wellbeing for Policy

In this simulation students are allocated to (fictitious) policy consulting companies, and within these, to different roles. This letter of appointment illustrates how that allocation of roles and what the roles entail is communicated to students.

*William A. Lewis* 

William A. Lewis  
33 Queen St  
London EC4R 1AP  
UK

Date: January 20, 2023

Name

Department

**Re: Welcome to William A. Lewis**

Dear Name,

Welcome to the 2023 cohort of the student consulting programme at William A. Lewis.

We are delighted to have you on board.

Our student consulting programme brings together university students and policy-makers to work on some of the most challenging policy issues faced by UK Government departments and agencies. Our clients rely on us to help them with these issues across the policy-making process, ranging from developing and appraising policy options to monitoring and evaluating policy outcomes. As part of the student consulting programme, you will be leveraging wellbeing theories and frameworks, empirical evidence on the causes and consequences of wellbeing, and state-of-the-art tools for wellbeing policy analysis to help our clients make better policy decisions and create impact that truly matters to citizens.

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**Dr Christian Krekel**, LSE Department of Psychological and Behavioural Sciences.

**ROLES**

LSE Simulations ■

We are pleased to confirm your role as **Senior Analyst (Benefits)** in the programme. You will join a team of Analysts, Senior Analysts, and a Project Manager to work on a policy question currently faced by your assigned client. You will report primarily to the **Project Manager**.

Analysts are expected to conduct research and report to Senior Analysts. Senior Analysts, in turn, are expected to synthesise research and report to the Project Manager, who is responsible for overall project management and delivery. At the end of your assignment, your team will deliver a presentation (pitch) on the given policy question at the client.

While the ultimate responsibility for the distribution of tasks lies with the Project Manager, amongst others, your tasks may include:

- Having the lead responsibility for the appraisal of benefits, ensure the smooth delivery of their appraisal, managing your Analysts (Benefits) by defining responsibilities, deliverables, deadlines, and regular meetings, as well as effective ways to exchange information and report results.
- Working collaboratively with your Analysts (Benefits), ensure that a wide range of benefits (in terms of wellbeing) of policies for the targeted groups are incorporated into the appraisal of benefits, avoiding any double-counting (if necessary).
- Working collaboratively with your Analysts (Benefits), compute the benefits of policies for the targeted groups over time (i.e. year-on-year), calculate their present value, conduct any sensitivity analyses (e.g. effect sizes, dynamic and relative effects), and record any assumptions made. Depending on the type of appraisal (i.e. cost-benefit or cost-effectiveness analysis), the present value may be reported in wellbeing terms or in monetary terms.
- Reporting of findings in form of slides to your Project Manager in a timely, understandable, and transparent manner, documenting the rationale for recommendations made.

Please do not hesitate to contact your Project Manager if you have any questions.

We look forward to working with you.

Sincerely,

Your HR Team

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