

CRACK
THE CASE

**WHAT
INTERVIEW
STARS
GET RIGHT**

Sunday, May 21

CRACK
THE CASE
TRAINING

Spring Webinar Series
with David Ohrvall



Crack the Case Summer Camp 2023!



- Be “offer ready” by August.
- **7 weeks / 7 topics.** Presented 2 different times each week. Recordings available.
- **Bonus:** Interview LOGIC workshop and 12-month subscription included.

- Summer Camps typically have 100+ campers from all over the world!
- World class trainers: David (ex-Bain) or Deborah Resnick (ex-McKinsey).
- Learn/See/Do. Each week there’s an assignment and 1-2 new cases.
- Work with your assigned team partners or others.
- Four Case Arenas with Q&A.
- Focus is on building consistent skills that lead to offers.

- **SAVE THE DATE: Camp begins Saturday, June 4th.**
- **Registration opens today!**
- **Use this QR code for the Super Early Bird \$307 price**
- **Only 20 Super Early Bird seats available**



<https://camps.mbacase.com/sc23-sup-early-reg/>



David Ohrvall

Founder, MBACASE



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INTERNATIONAL CHRISTIAN UNIVERSITY
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BAIN & COMPANY

MBACASE

INTERVIEW
LOGIC

MBACASE

World Class Case Interview Training



Canada

Ivey School (UWO)
Queen's University
McGill University
U of Toronto
U of Calgary

United States

Berkeley Haas
Boston College
Boston University
Bowdoin College
Carnegie Mellon Tepper
Chicago Booth
Columbia
Colorado
Darden
Dartmouth Tuck
Duke Fuqua
Emory
George Washington
Georgetown
Georgia Tech
U of Georgia
HBS
Iowa
IU Kelley
Johns Hopkins
Kellogg
Maryland
Michigan Ross
Michigan State

MIT
Minnesota
Notre Dame
NYU Stern
Ohio State
Olin WUSTL
Owen Vanderbilt
Pepperdine
Rice
Stanford
Smith
SMU
Temple
UT McCombs
Texas A&M
USC Marshall
UCLA Anderson
UC Davis
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Middle East

INSEAD Abu Dhabi
American University Cairo

Asia - Pacific Rim

INSEAD Singapore
National University
Singapore
Hong Kong UST
CEIBS Shanghai

Agenda



- **5 Differentiators: What Interviewers See in Stars (That They Don't See in Other Candidates)**
- **1 Thing You Need to Stop Doing**
- **Going from Good to Great: How to Make Your Interview Preparation Productive and Effective**

1

Be Answer First to engage quickly



- Bring the main point to the front.
- Use data to engage your interviewer. Add in dollars, numbers and percentages (\$#%).
- Apply Answer First to speed up the conversation.

1

Be Answer First

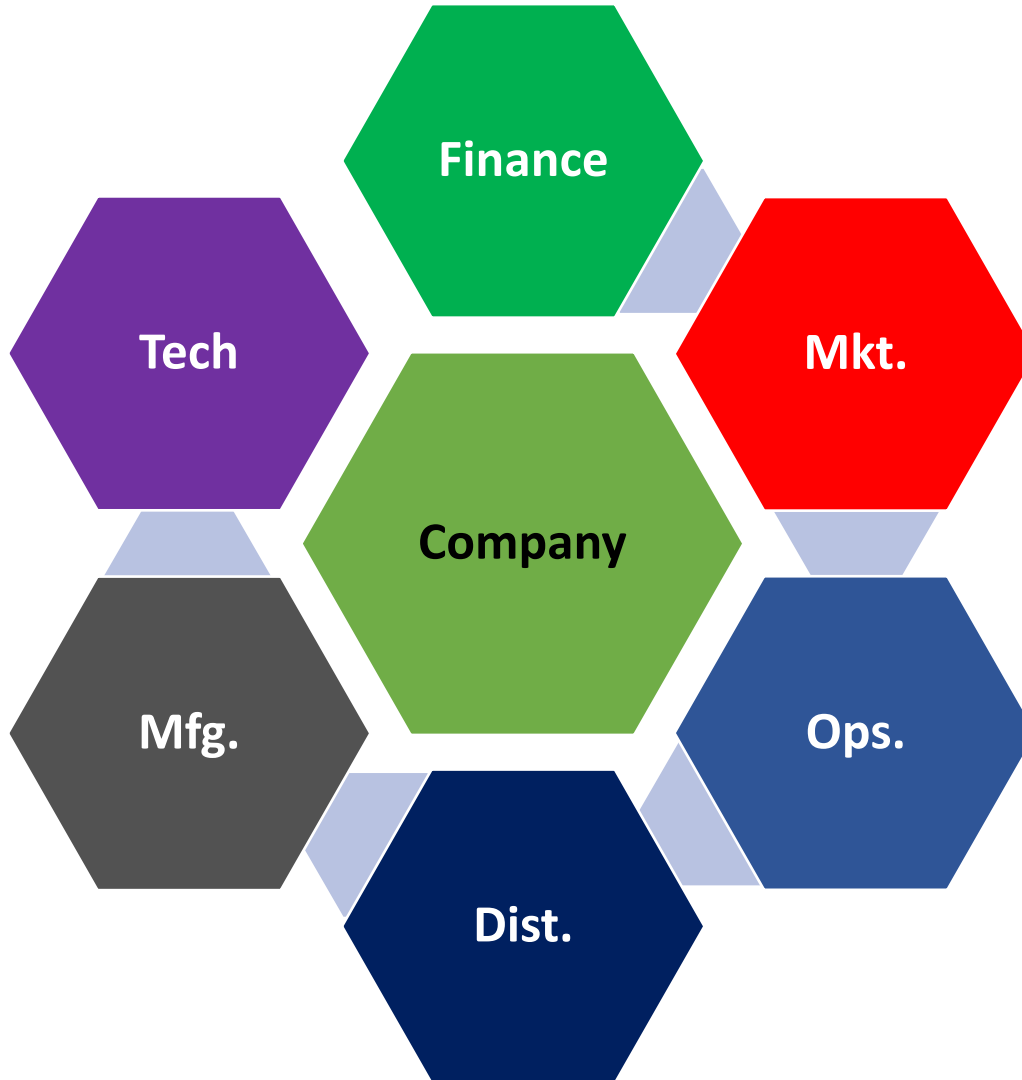


Answer First Benefits

- **Clear and Direct** – “There are two key issues I want to address.”
 - Interviewers understand where you are going
 - You seem like a confident business advisor
- **Interaction Increases** – “Can we go back to your first point”
 - Interviewers want to test you thoroughly
 - When they quickly understand your thinking they can ask questions and converse with you like a peer
- **Your Speed Accelerates** – Time is one of your enemies
 - With AF you move faster through both your behavioral and case thinking
 - There's more time to go deeper, analyze data, answer questions and cover more ground in your behaviorals

2

Hit the problem from several angles



BREADTH \neq reciting a memorized laundry list

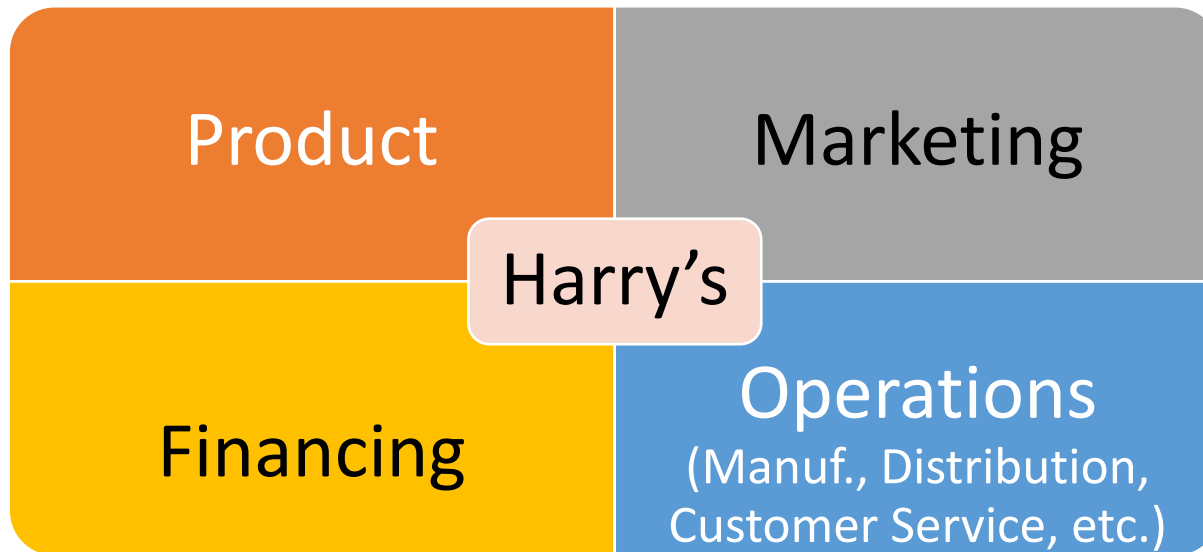
Top candidates curate & prioritize in real time

2

Harry's - a stylish, cheaper men's razor

What should you consider?

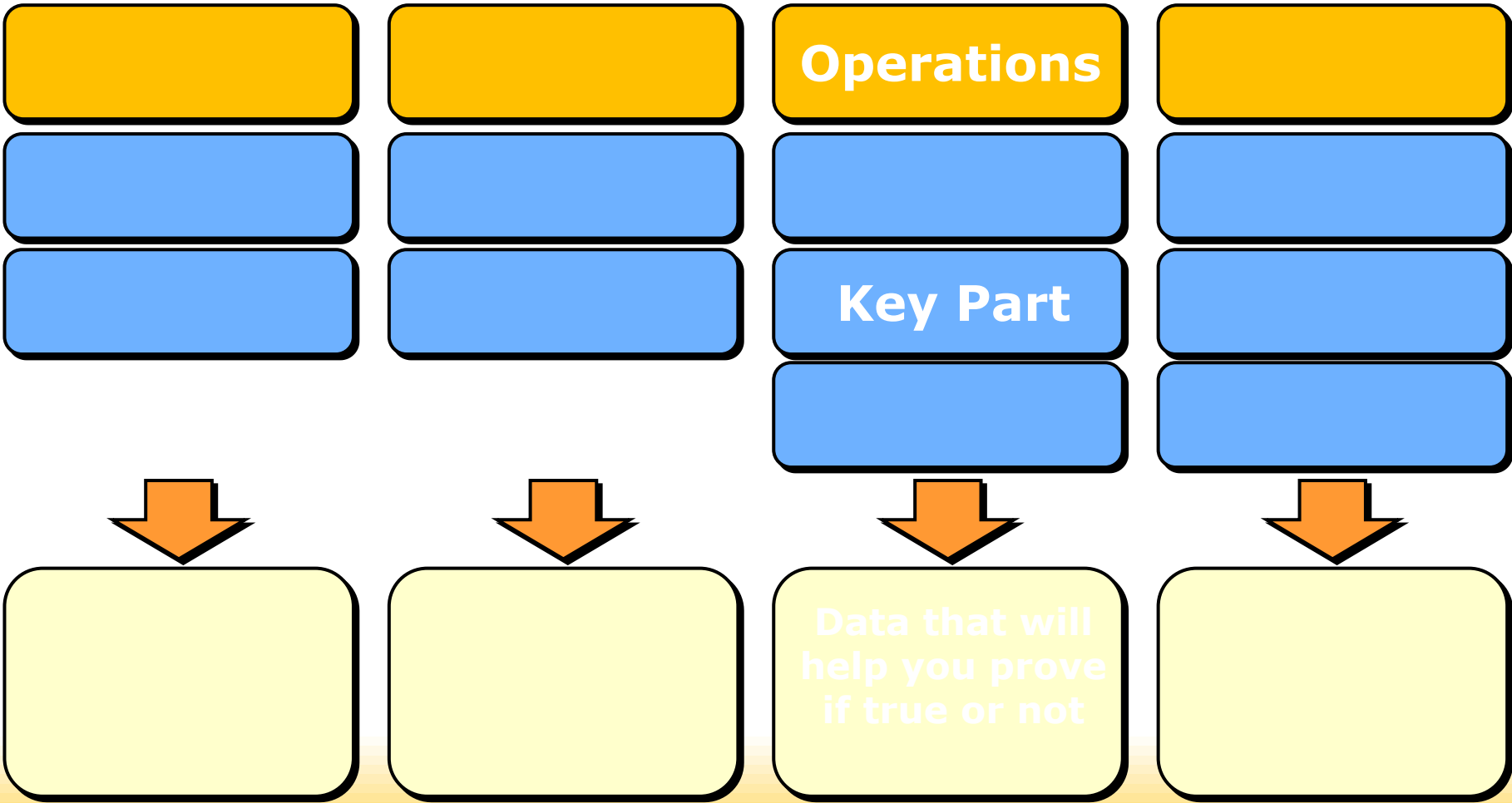
- **Function** - quality of shave, feel in hand, durability of blades, ease of cleaning
- **Style** – color options, sleek design
- **Portfolio** – multiple types? Shave cream?
- **Mtg channel:** Social media for a Gen X/Z target
- **Messaging:** “You’re paying too much!”, socially conscious
- **Pricing:** Trial offer. Subscription discount



- **How much money do we need?:** Initial investment, marketing budget, incremental capital to scale
- **How are we going to fund it?:** debt, equity, self-fund?
- **ROI:** Expected product margins / breakeven point
- **Exit strategy:** Get acquired by large CPG? IPO?
- **Manuf:** In-house production or outsource? Where to do the manuf
- **Sales channels:** Direct to consumer, through retail stores, or Amazon/other online partners
- **Back office support:** Where to put HQ? Remote workforce?

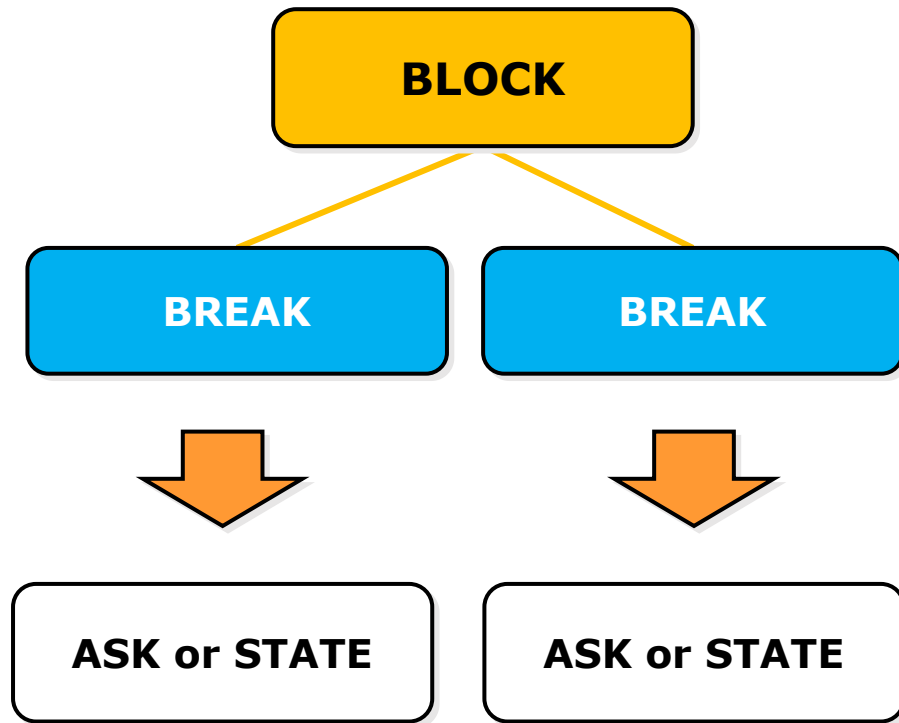
3 Hypothesis Driven

Prioritize when possible but prepare to be wrong!



Data Layer Reminder

Use this technique to show breadth of thinking
AND the ability to find relevant data



You've got this – keep working

Being case specific preps you to anticipate data. "Micro" hypotheses start to bubble up.

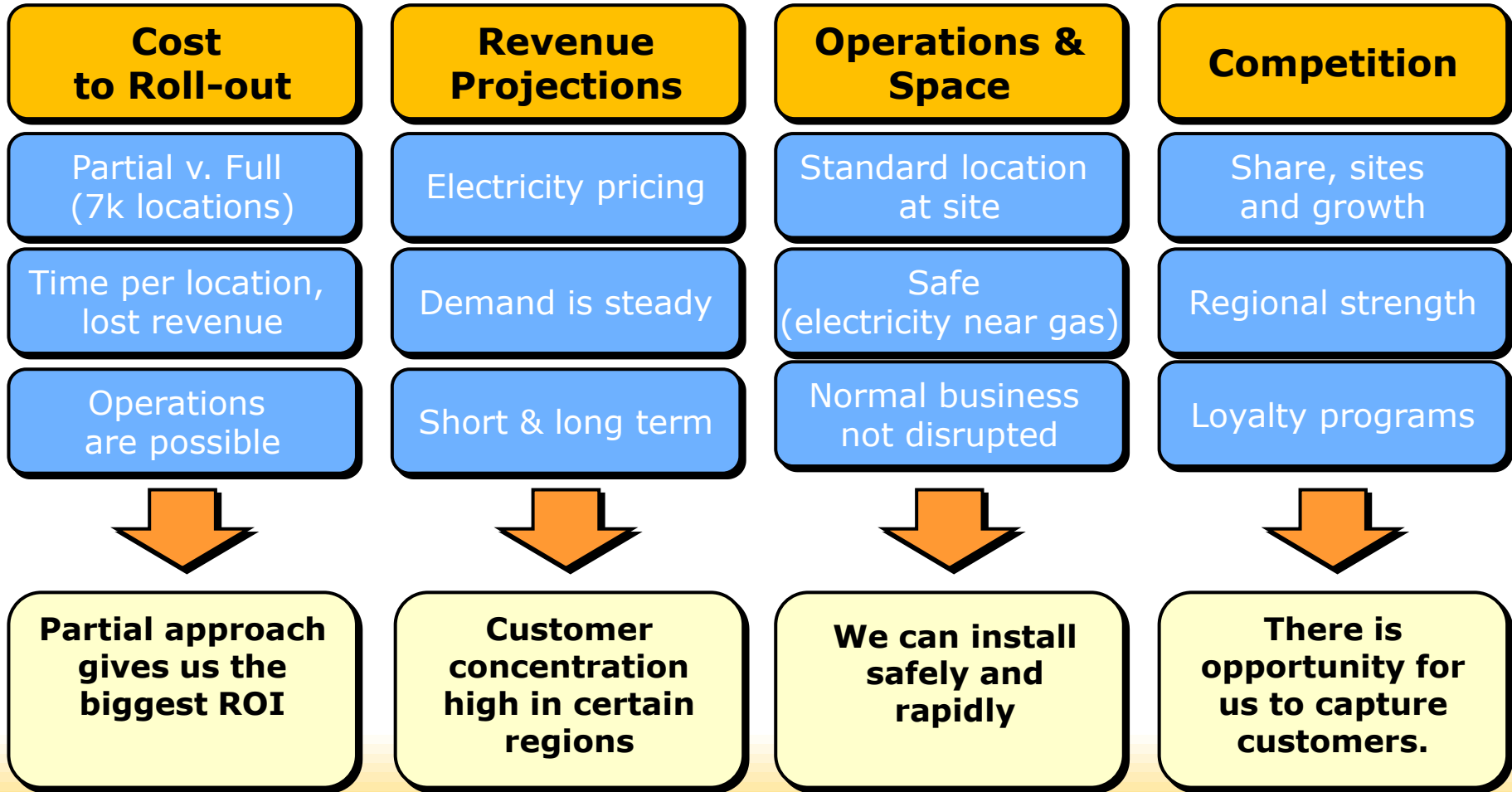
Mention the specific \$, # and % that you need. Be ready to transition to the analysis portion of the case.

Car Recharging Stations

Should Circle K roll them out? What to consider?



“Yes, but in limited locations at first.” (What data do I expect?)



4

Drive to 2nd level insights

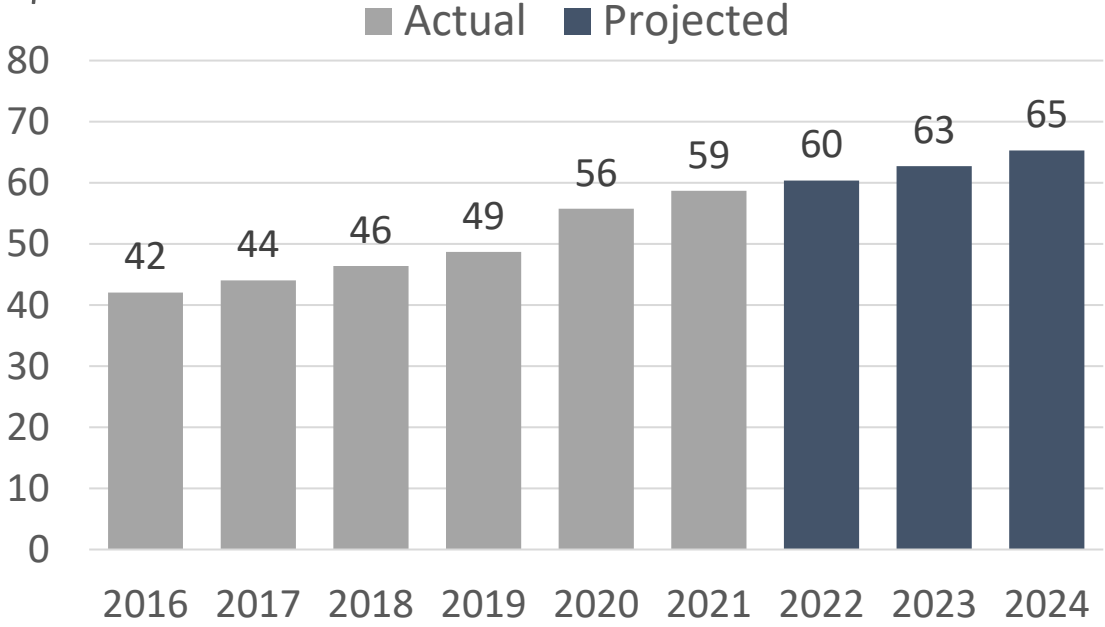


Nutritional Supplement Market Trends

(Vitamins, minerals, herbal supplements, sports nutrition, meal supplements, etc.)

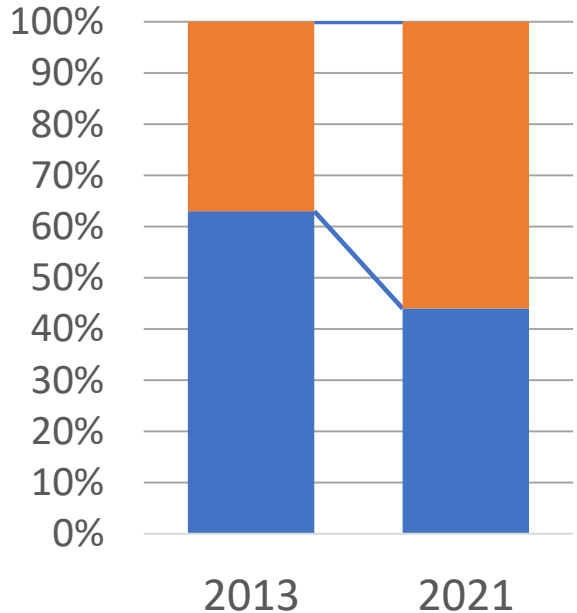
US Nutritional Supplement Sales

\$ Billions



Sales by form*

% of total sales



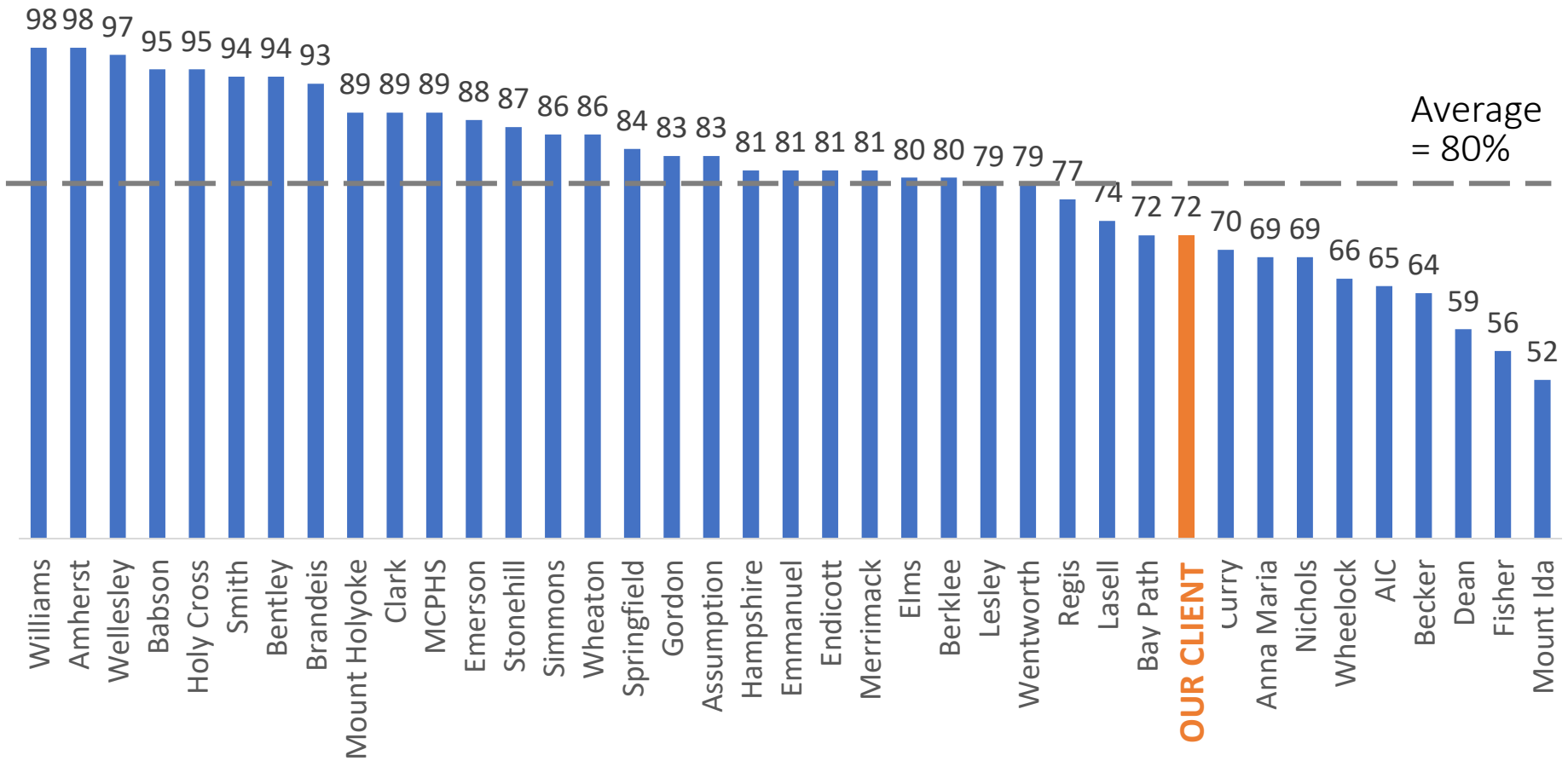
* Pills includes: tablets, capsules, softgels and VegiCaps

Non-pills includes: chewables, gummies, powders, liquids, injections, lollipops/lozenges, etc.

Second order insights - Example #2



Freshman Retention Rates – Percent of Freshman who stay for sophomore year
Comparison of the 37 private colleges in Massachusetts



Source: Shorelight Education

Getting to 2nd order insights more consistently

5 questions to ask yourself to spur 2nd order thinking:

- 1) Is this aligned with the company's strengths?
- 2) How tough (and how costly) would it be to implement?
- 3) How are customers, competitors, employees likely to respond?
- 4) What are the risks?
- 5) Is there a completely different way to achieve the goal? E.g., an alternative option that might have greater impact?

5 Focus on behavioral



Individual Contribution

Manage or Lead

Persuasion

Analytics

Challenge or Failure

Teamwork

Don't neglect your behavioral interview prep

- Connect: Show behaviors and skills relevant to the role you're interviewing for
- Be crisp and succinct: Edit the stories down to the most relevant points (answer first!)
- Genuine: Stick to the truth. Let your passion shine through - not so rehearsed it's robotic.

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Stop second guessing yourself



Behaviorals

Stop worrying that you don't have the right stories

- your stories are sufficient
- it's how you tell them

Connect your experience to the job

- think through what the interviewer wants
- consider the specific role and tasks

Stand out by putting in the time

- when you know your stories well you can pivot
- don't be afraid of passion

Stop second guessing yourself

Case Interview

Start with confidence

- Take a deep breath and don't panic if it's a weird case
- Use your structuring skills to break the problem down in a logical way – *how would you approach this if it were a school assignment?*

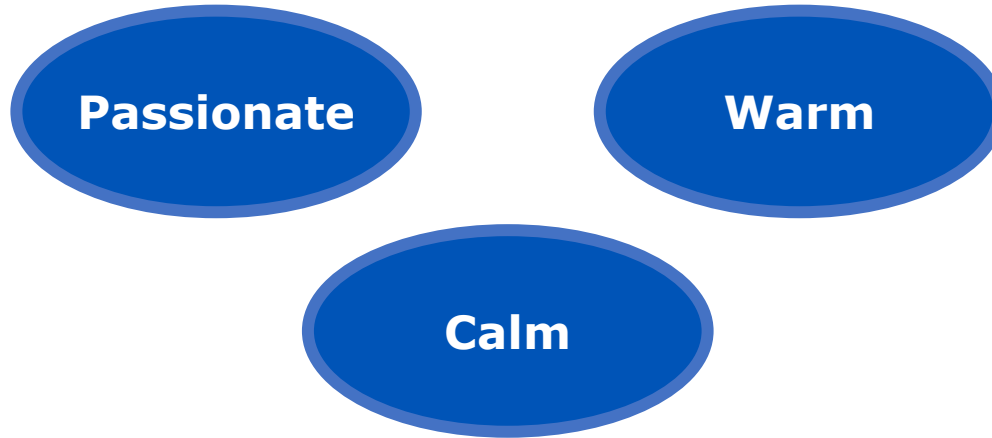
Anticipate and Pursue the data

- Propose where to start - shows you are a solver ready to figure things out
- Explain what data you need and why
- Showcase your time mgmt. - don't get stuck in the weeds
- Pivot flexibly as the interviewer corrects, redirects, or introduces new information

End with an answer – be decisive!

- Take a stand with your recommendation
- Provide the supporting rationale
- Outline next steps to refine the answer

When you keep your nerves in check, the best you shines through



What interviewers see in the stars

- **Passion** – They have a passion for what they do. And they are eager to bring that passion to our work.
- **Calm** – They have good energy but it's under control.
- **Warm** – They are engaged and present so they can take a joke, laugh easily and ask sincere questions.

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Interview stars are strategic and disciplined about their prep

Invest the time

Drill, drill, drill

Get the feedback

- **Muscle** – You build this over time. Cramming is not effective.
- **Reps** – Get volume and variety at first, then focus on quality
- **Weak Spots** – They won't go away on their own.
- **Consistency** – Stick to a schedule is key - even if the sessions are short
- **Calibrate** – Find seasoned interviewers to get good insights
- **Fine tune** – Conflicting advice is normal. Focus on the major and expect different prefs and styles

Summer Camp

We'll learn so much together!

How to handle
crazy "cow"
questions

When to use a
hypothesis and
how to make it
sound sensible

How to ensure you
start your case
confidently every
time

When it might be
appropriate to use
a standard
framework

BLOCK

When to skip a
MECE break
approach to
ensure discussion

BREAK

BREAK

How to make sure
your blocks are
MECE

**ASK or
STATE**

**ASK or
STATE**

How to show you
are data oriented
but not
directionless

How to create a
structure that
improves your
recommendation

How to prioritize
your data and
speed up your
analysis

Ready to learn even more?



“Your classes and case arenas really helped me improve my insight development, and in the end, I think that's what helped me stand out.” (GA Tech MBA, BCG offer)

**“Camp was instrumental in getting me here.”
(Stern MBA, LEK offer)**

“David and Deborah, thanks so muchI especially enjoyed your focused sessions on structuring and graph reading. I got all 3 MBB offers.” (INSEAD MBA)

“I was able to power through their exhibits and extreme data . . .” (Duke MBA, McKinsey final round, ZS offer)

“In terms of learning case prep quickly, it's like the difference between learning a sport by practicing with a seasoned coach, versus just trying to learn yourself! In the end, I received offers from BCG and EY Parthenon.” (Tepper MBA)

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