



CRACK
THE CASE

SUMMER STRATEGIES: BE INTERVIEW-READY BY AUGUST

Sunday, May 28

CRACK
THE CASE

TRAINING

Spring Webinar Series
with David Ohrvall



David Ohrvall

CEO, Zintervū



ICU

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CRACK
THE CASE

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

Amherst College
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
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Olin WUSTL
Owen Vanderbilt
Pepperdine
Rice
Stanford
SMU
Temple
UT McCombs
Texas A&M
USC Marshall
UCLA Anderson
UC Davis
UC Irvine

UNC Kenan-Flagler
U of Washington
Wharton
William & Mary
Wisconsin
Yale

Europe

IE Madrid
INSEAD
Oxford Said
Cambridge Judge
Cass, Imperial
ESADE, SDA Bocconi
HEC

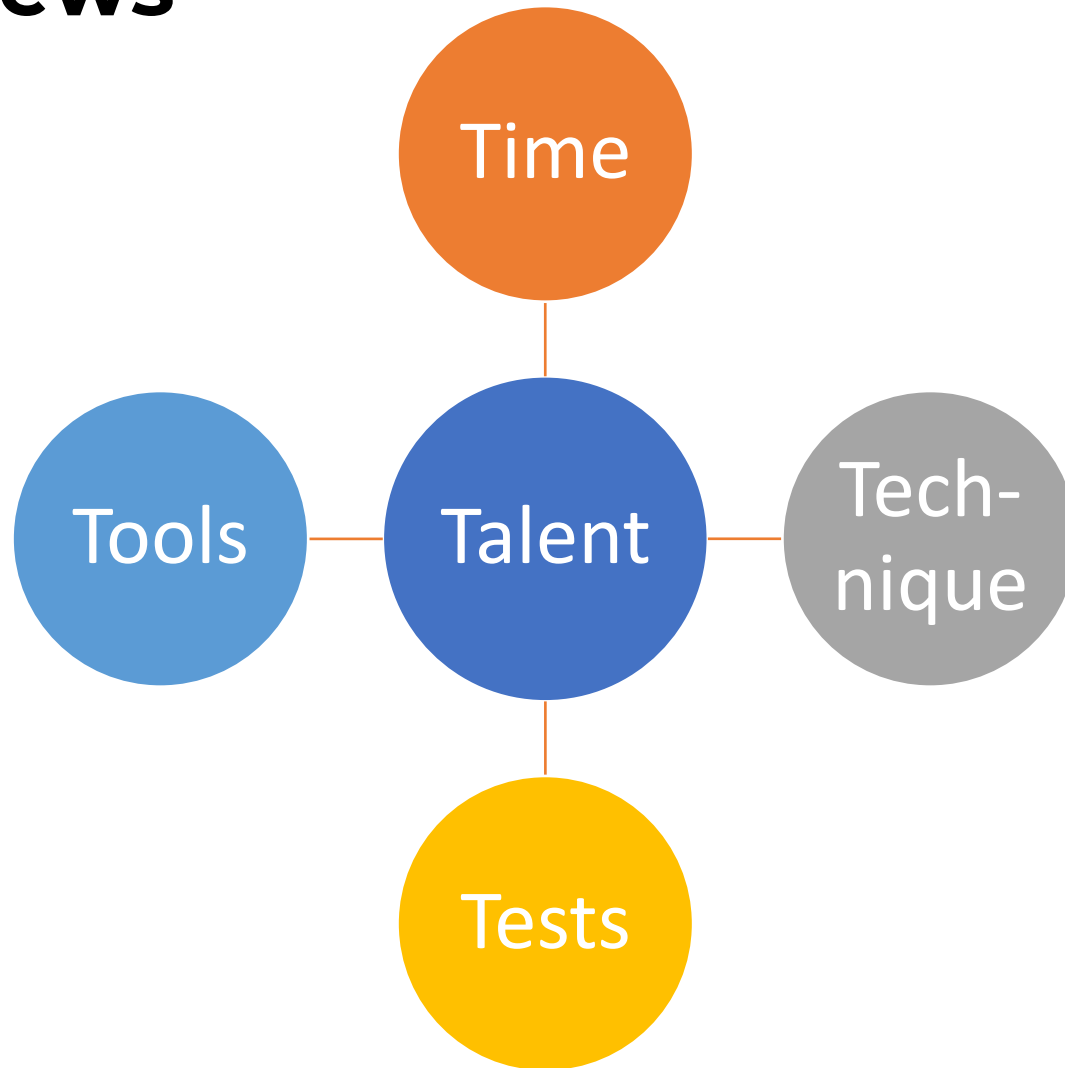
Middle East

INSEAD Abu Dhabi
American University Cairo

Asia - Pacific Rim

INSEAD Singapore
National University
Singapore
Hong Kong UST
CEIBS Shanghai

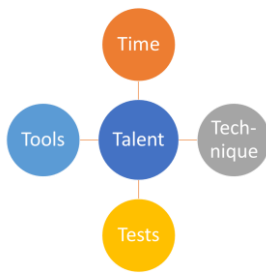
Let's learn the 5 Ts to prepare for interviews





Talent – You must start here

- **Honest assessments are a priority**
 - **Communication**
 - Answer First
 - Authoritative
 - Fluent
 - **Structure**
 - Block, Break & Ask mastery
 - MECE
 - Hypothesis driven
 - **Analysis**
 - Accurate
 - Mental math
 - Insight focused
 - **Integration**
 - Connects the dots
 - 2nd level insights
 - Business advisor tone



Talent – Get some external feedback

- Don't just rely on your own opinion
 - Feedback from case results
 - Input from partners
 - Answer keys from the case (mbacase.com)
 - Rubrics, like the Crack the Case Scorecard

CRACK THE CASE SYSTEM

MBACASE Scorecard

	1 OFF-POINT	3 AVERAGE	5 GREAT
Communication			
1. You used an answer first style.	Answer last and hard to follow	Mix of answer first and answer last	On-point and engaging
2. You carried the discussion well and drove the case.	Needed frequent prompting to move forward	Occasionally awkward, but moved ahead	Fluid, lively and momentum toward solution
3. You used your notes effectively.	Notes were messy and scattered, did not refer to them	Fairly neat, disorganized, seldom used them	Neat and organized, referred to them frequently
Structure & Logic			
4. You had a logical and clear plan to solve this case.	Lacked a structure, direction unclear	Structure incomplete, skipped key areas	Clear plan, covered all key issues
5. Your plan was MECE. (Mutually exclusive, collectively exhaustive)	Several overlaps and full of gaps	Some overlap, 1-2 key gaps	Good breadth, no overlaps, no gaps
6. You referred back to your plan and updated when appropriate.	You basically forgot about it	Referred to early in case but not at close	Referred to often, updated as needed
Analytics			
7. You analyzed the data accurately and drilled down for additional data when needed.	Frequent math errors, vague questions, nervous	Some math mistakes, good questions, some confidence	Accurate math, excellent on-point questions, confident
8. You integrated the data and found key insights. Saw the big picture.	You missed all the linkages between the data	You found some insights and connections	"Connected the dots" and found key insights
Integration & Close			
9. Your final recommendation integrated the data with the case question and your initial structure.	Solution lacked data support, gave answers "from the gut"	Used some data, little connection between analysis and plan	Integrated all facts and data, offered relevant next steps
10. You were a persuasive, engaging business advisor.	Unconvincing, lacked confidence, robotic	Professional, somewhat engaging, lacked solid recommendations	Persuasive, professional, engaging, bottom-line oriented
Total Score: (10-50)		Notes:	

* Tip: Save your scorecards and track your progress over time.

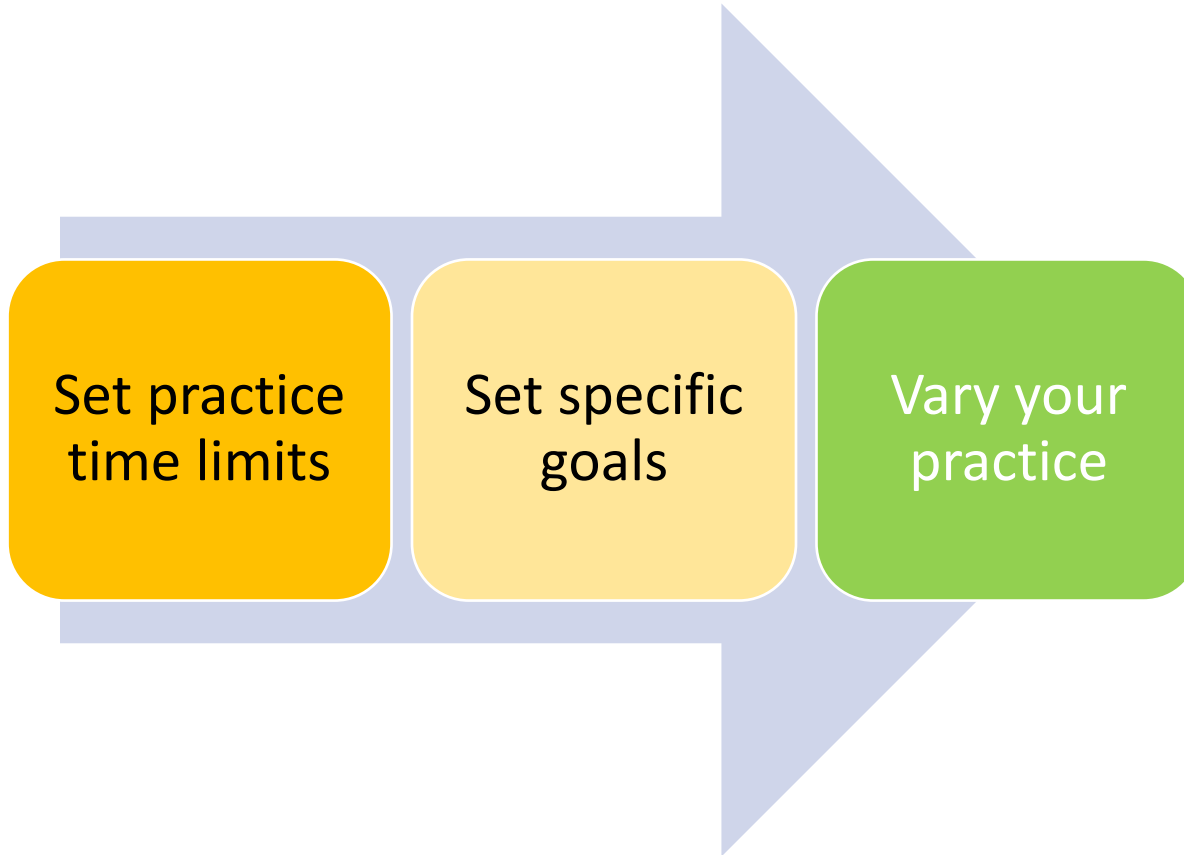


Time – Create a schedule to help you relax and feel in control



- **Start with macro goals**
 - 3 hours per week x 7 weeks = only 21 hours
 - Aim for 50-75 hours of practice time
- **Then set specific practice sessions**
 - 1.5 hours, 2x per week of CONCENTRATION
 - Move to 3x, 4x, etc.
- **Look for expansion and make-ups**
 - Be serious about tracking your time
 - “You can’t manage what you can’t measure”
– Peter Drucker
 - Find extra drills you can add into small openings in your schedule

Interview stars know what to do

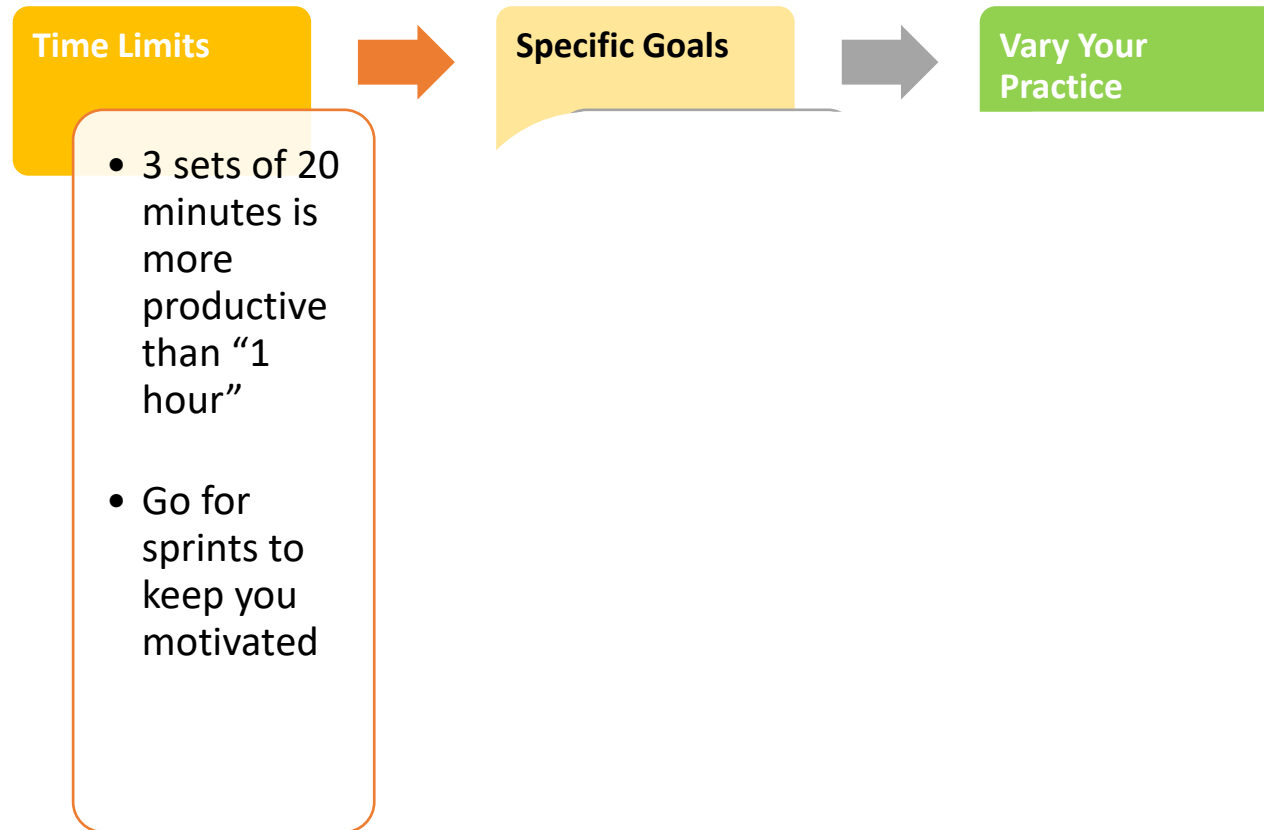


Set practice
time limits

Set specific
goals

Vary your
practice

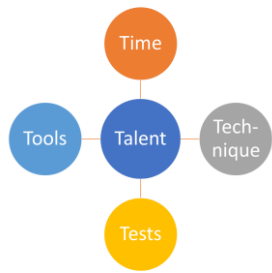
Interview stars know what to do

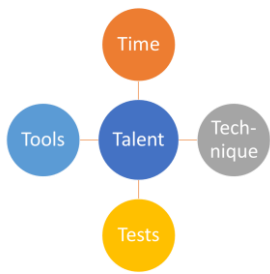


Tools – You have no shortage of high quality options



- **Crack the Case Library (Free – go to mbacase.com)**
 - 42 cases
 - Over 160 videos
 - Other libraries – look for variety
- **Drill systems**
- **Basics**
 - Flash cards
 - Math
 - Phrases
 - Openings and endings
 - Case starts





Techniques – Vary your approach to be most flexible

- **Case Approach**
 - Solo: case starts, old cases out loud, transitions
 - Partner: give and take, be sure to get feedback, vary them
- **Case Style**
 - Blue Sky
 - Command & Control
- **Personality**
 - Grumpy
 - Silent
 - Data
- **Data & Analysis**
 - Slides
 - Equations
 - Dumps with interpretation

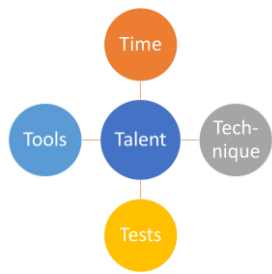
Tests – Standard case interviews are not the only option

- **Basic Cases**
 - 15 mins v. 40 mins
 - Market Size, Mini and Full

- **Industry Specific Cases**
 - Supply Chain
 - Oil & Gas
 - Healthcare

- **Gamification / Firm Specific**
 - Work on classic logic puzzles
 - Look for online samples
 - BCG Pymetrics Test
 - McKinsey Verbal Reasoning Test

- **Personality**
 - Be yourself
 - Know the culture ahead of time



Keep the end goal in mind

**Case
Interview**



Solve the case

You must have
an answer at
the end

Communicate
like a business
advisor

**Behavioral
Interview**



Connect

Your skills must
connect to the
needs

Can be 50% of the
decision

Ready to learn even more?



“Another thing that really helped me was practicing cases with folks from other schools. Each school has a slightly unique case performance style.” Tepper MBA, McKinsey 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

“Thank you so much for the support and for pushing me harder than I thought was possible. I got McKinsey Dallas!” U of TX, McKinsey offer

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 Sunday, June 4th.**



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



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Next Steps



Get the slides and watch the replay video
- we'll be sending an email tomorrow

Make a plan for the summer. Remember the 5 Ts!

Join Summer Camp – Starts in two weeks!

Send your questions to:
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