Interview LOGIC
ADVANCED

INTERVIEW LOGIC

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Zintervū

CRACK THE CASE

INTERVIEW LOGIC

World-Class Case Interview Training

INTERVIEW LOGIC

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
Minnesota
Notre Dame
NYU Stern
Ohio State
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

Asia – Pacific Rim

INSEAD Singapore
National University Singapore
Hong Kong UST
CEIBS Shanghai

Middle East

INSEAD Abu Dhabi
American University Cairo

Advanced Agenda

- Be Answer First with your IMPACT stories
- Use Stepping Stones diagrams to finish your draft stories
- Apply the Decision Arc threads to deepen your stories
- Prepare a one minute, "Tell me about yourself."
- Anticipate industry common questions and prepare to pivot
- Access Interview LOGIC Online for free!

We Start with 3 Principles
To ensure you succeed in any interview

3

Connect Your Experience

2

Know Your Value

1

Be Answer First

Communicate with confidence, clarity and precision to connect with any interviewer.

Review critical decisions, areas of impact and accomplished goals to know the value you'll bring to any company.

Role play your experience with tough questions, and learn to connect your unique value to the needs of your target company.

Create an IMPACT

Develop 2 stories for each letter.   **Be Answer First!**   **Limit each one to 90 seconds.**

I	Individual Contribution		1
			2
M	Manage or Lead		1
			2
P	Persuasion		1
			2
A	Analytics		1
			2
C	Challenge or Failure		1
			2
T	Teamwork		1
			2

Create an IMPACT

I ndividual Contribution

M anage or Lead

P ersuasion

A nalytics

C hallenge or Failure

T eamwork

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Exercise **Present an IMPACT Story**

Prep your story now. Choose a letter. 3 mins.

❑ Find a partner

- Give the setup.

- Present one at a time, 3 mins max.

- Receive quick feedback and switch roles.

❑ What was clear? What was not?

❑ Did you use specific actions and data.

Total time: 10 minutes

Be Answer First
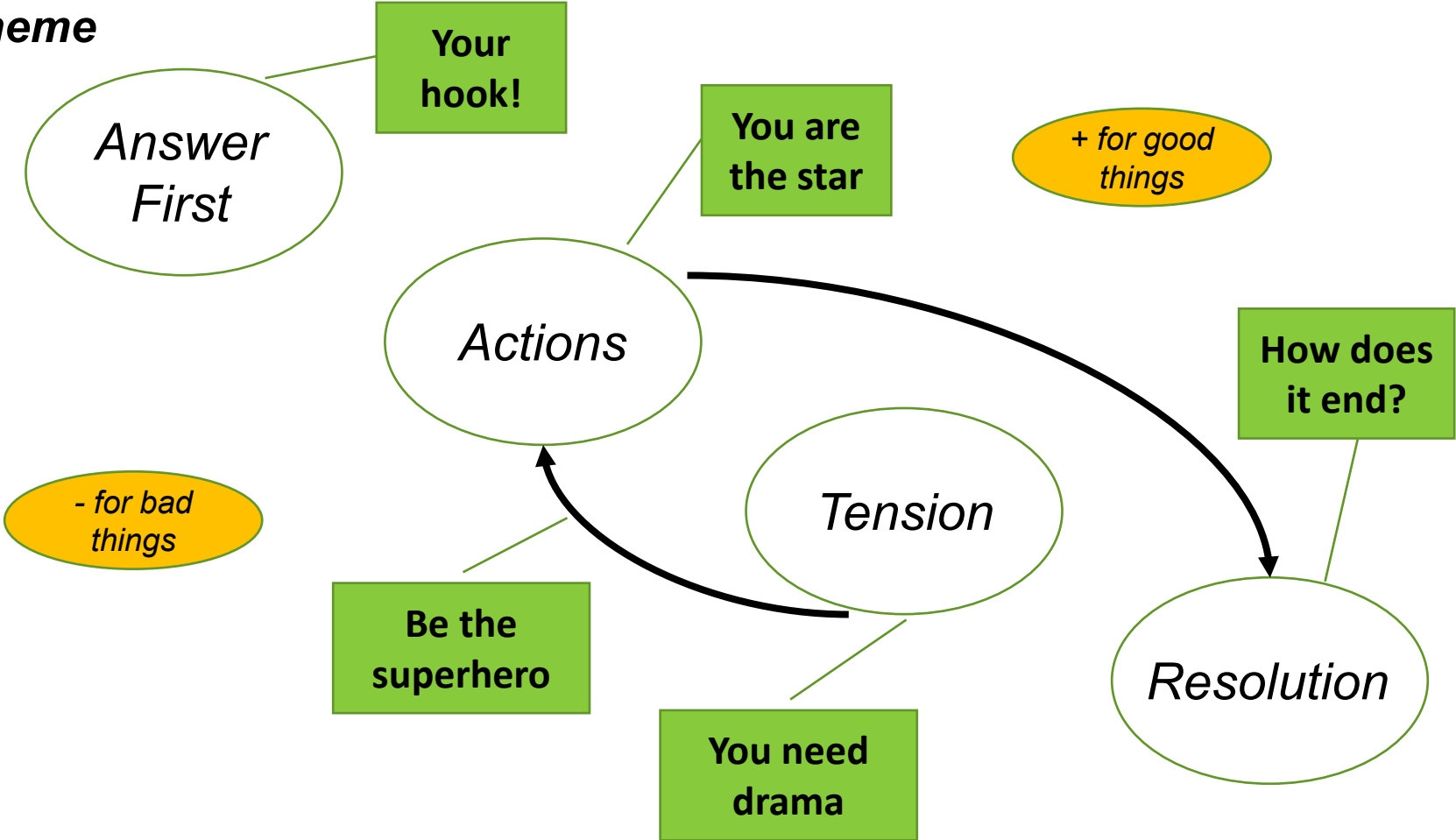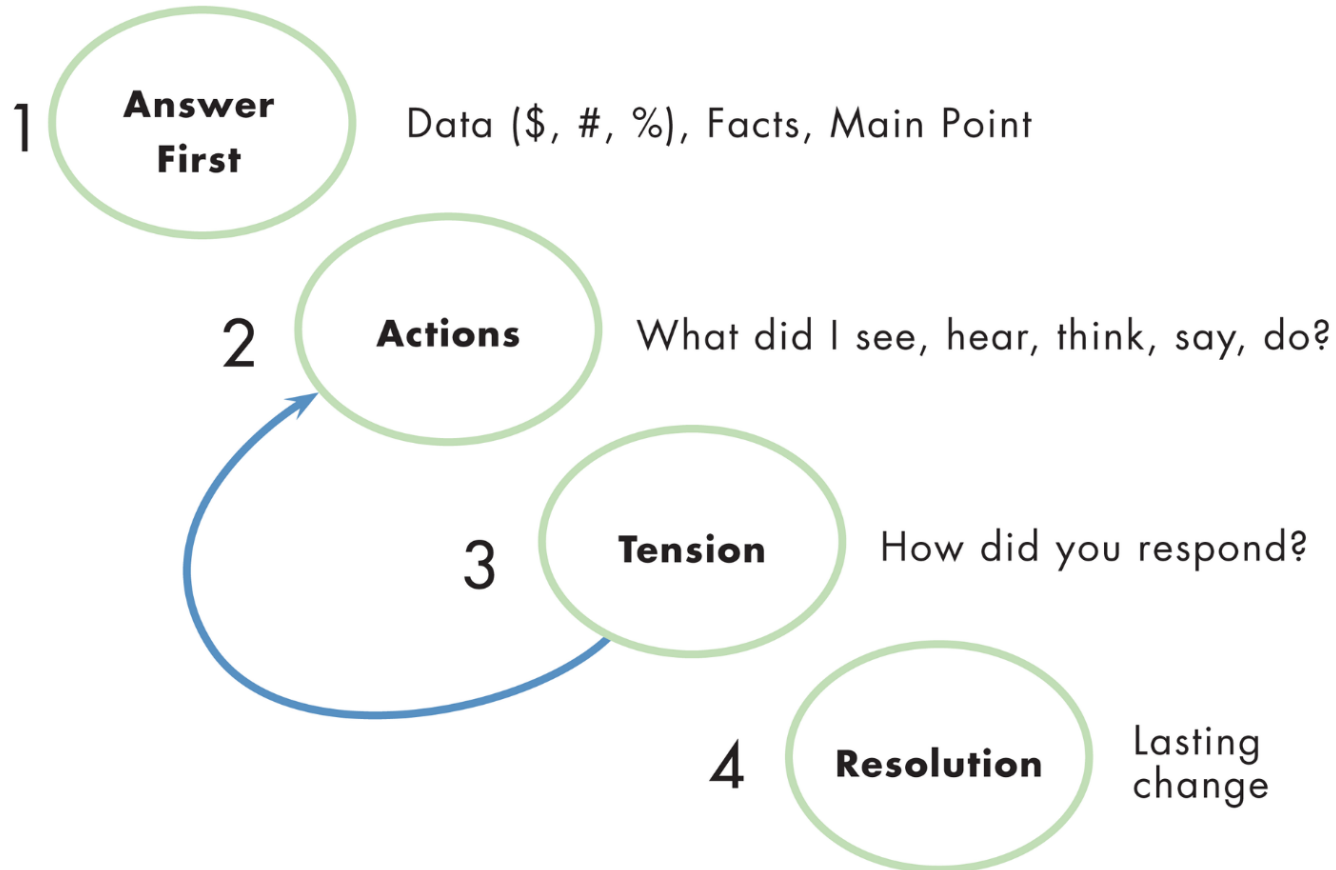## to engage quickly

- 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.

Stepping Stones make telling stories easy and compelling

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Theme

Your hook!

Answer First

You are the star

+ for good things

Actions

How does it end?

- for bad things

Tension

Be the superhero

Resolution

You need drama

Stepping Stones make it easy

INTERVIEW LOGIC

1 **Answer First** — Data ($, #, %), Facts, Main Point

2 **Actions** — What did I see, hear, think, say, do?

3 **Tension** — How did you respond?

4 **Resolution** — Lasting change

Real life has color, twists & turns

Persuasion

+ *for good things*

I persuaded mgmt. to invest $2M

+ built comparison model
  + qual and quant analysis

- *for bad things*

Option A was better for employees

Developed user experience strategy

Management not convinced about A

- *didn't go deep enough*
   - *concerns I didn't consider*

Execs chose A / EU Roll-out

WB 14
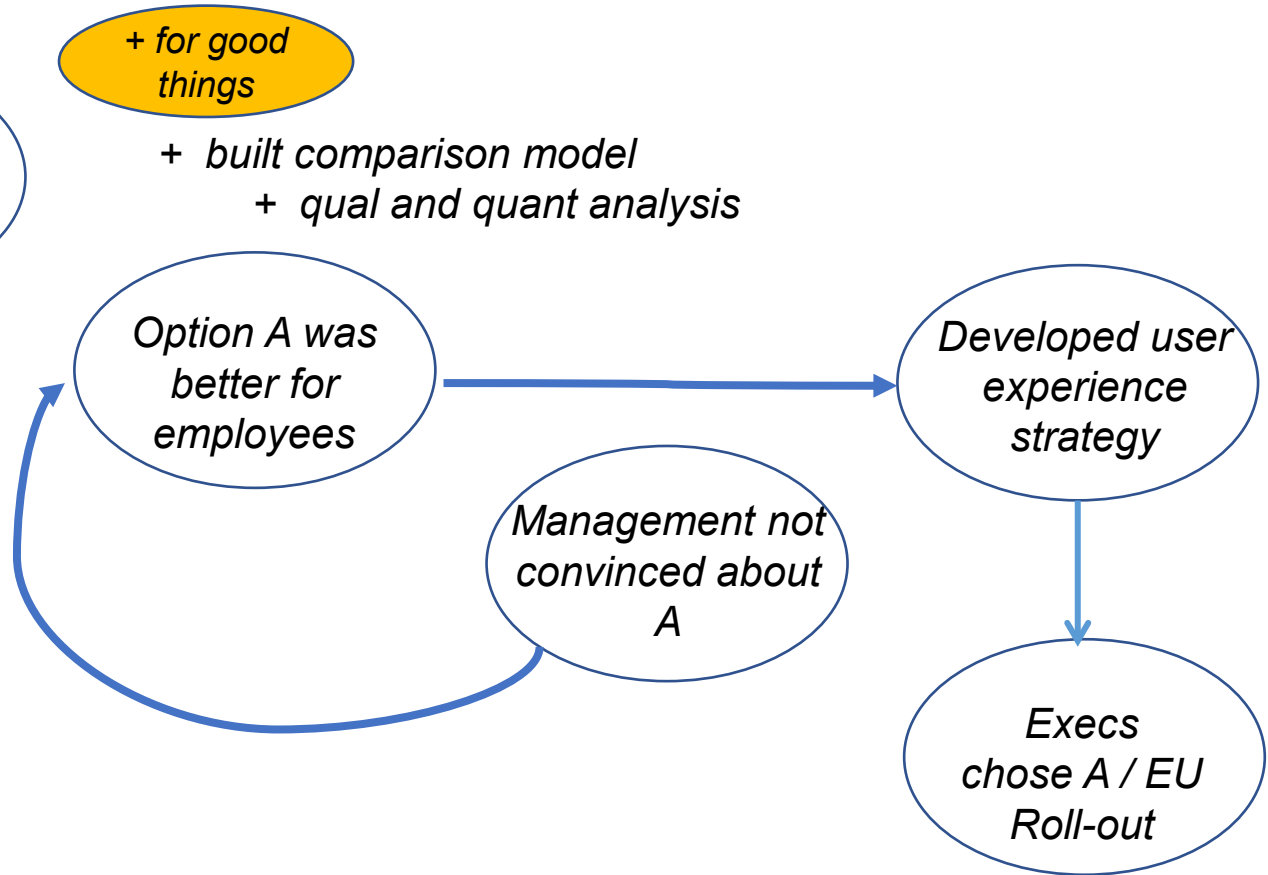
"Emily, are you a team player?"

Emily's Stepping Stones

1 Answer First
- "Yes, I am a good team player. I recently helped a team of 12 women prepare for a mini triathlon over three months, ultimately getting 11 of them to compete and finish the triathlon."
- "I felt like I was a good team player and leader in a couple of ways..."

2 Actions
1. Assessed each woman's fitness
   - Encouraged each person
   - Highlighted improvement areas
2. Motivated the team using data -- specific goals

3 Tension
- One woman wanted to quit.
- Two more considered dropping out.
- New action: Celebrate progress with small awards!

4 Resolution
- 11 of 12 women completed the race.
- Data method is now a selling point for all of my classes.

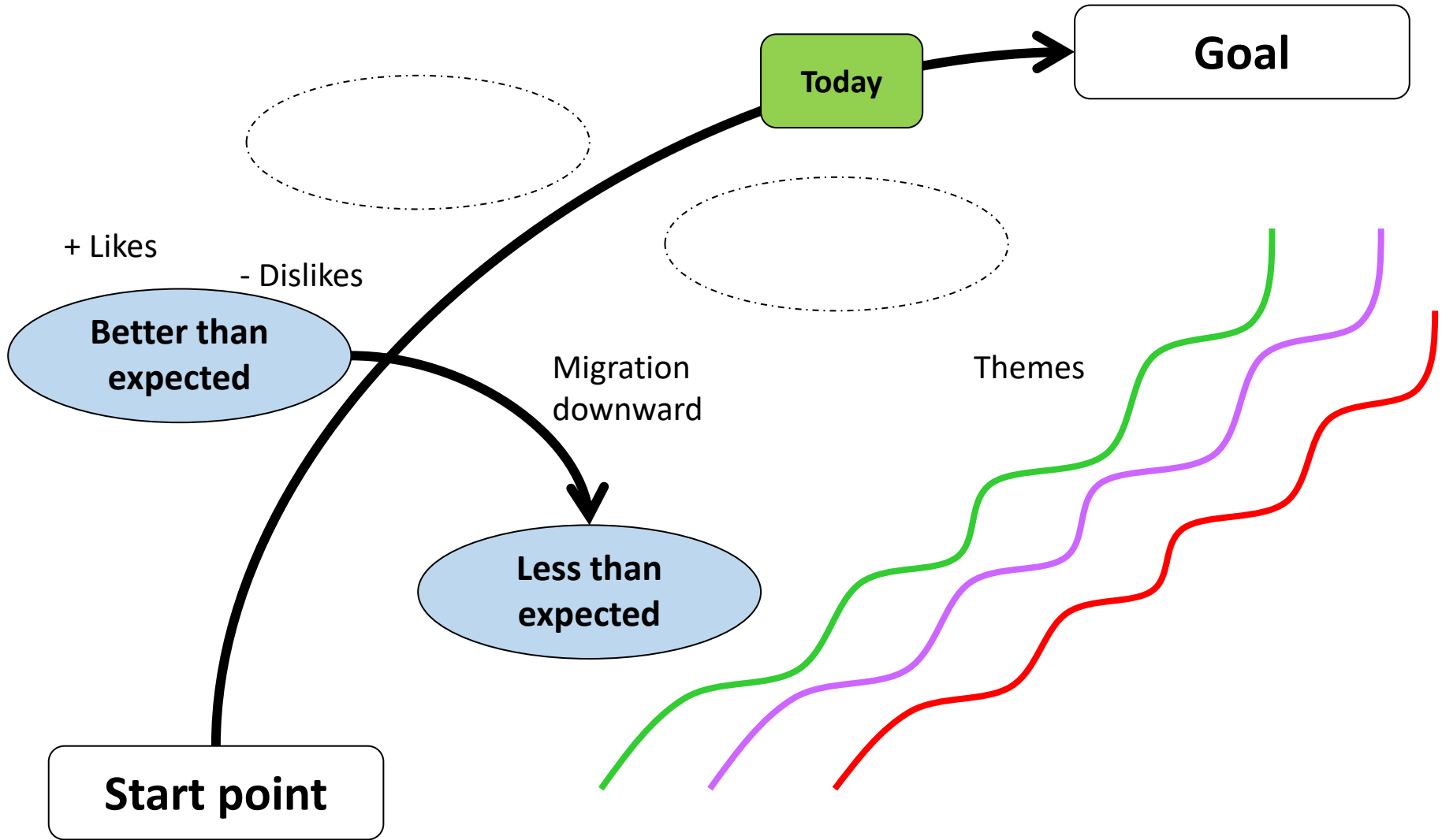**Exercise** Stepping Stone Story

Prep your Stepping Stone diagram. 3 mins.

Focus on a story that is not as strong.

❑ Find a partner

 ▪ Give the setup.

 ▪ Present one at a time, 3 mins max.

 ▪ Receive quick feedback and switch roles.

❑ What was clear? What was not?

❑ Did you use specific actions and data.

Total time: 10 minutes

Use a Decision Arc to show off your unique value

Goal

Today

+ Likes

- Dislikes

Better than expected

Migration downward

Themes

Less than expected

Start point

Build Your Arc (5 mins alone & 5 mins w/partner)

➢ Draw the curve and add the bubbles

- Think of distinct work experiences

- What did you like and not like?

- Review major transitions

➢ Now look for themes / threads

- What are positive threads? (you like it)

- What are negative? (you don't like it)

➢ Answer the question, "Tell me about yourself?"

Tough Consulting Questions

- Why consulting?

- What experience do you have that is relevant?

- Why our firm in particular?

- Walk me through a challenging problem you solved.

- What do you like about working in teams?

- Name a company. What project would you run to improve them?

- How do you handle working in high-pressure environments with tight deadlines?

- How have you adapted to working with different clients and industries?

- What analytical and problem-solving skills do you possess?

- Explain when you convinced a group or individual to adopt your proposed solution or idea?

- Can you provide an example of a time when you successfully communicated technical information to a non-technical audience?

- How do you stay up-to-date with industry trends and developments?

Exercise **Answer and Pivot**

**Be ready to answer a tough question and pivot
to a strong IMPACT example**

❑ Interviewer

- Plan to challenge your candidate

- Prepare with 2-3 tough questions

- Ask them in succession

- Receive quick feedback and switch roles

❑ Candidate

- Be Answer First

- Pivot to an IMPACT example

Total time: 10 minutes

Next Steps

Get the slides
- use the QR code

Finish your IMPACT stories!
- One for each letter, Be Answer First
- Practice them with partners
- Build a team and practice with a range of people

Learn to pivot
- Practice answering tough questions directly
- Pivot to related IMPACT stories to show strengths

Get your free pass to Interview LOGIC Online
- Celebrate the re-launch
- Accelerate your progress