

CRACK
THE CASE

TOP 3 MECE MISTAKES

Saturday, Nov 11

CRACK
THE CASE
TRAINING

**Fall Webinar Series
with David Ohrvall**





David Ohrvall

CEO, Zintervū



ICU

國際基督教大學
INTERNATIONAL CHRISTIAN UNIVERSITY
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CRACK
THE CASE

INTERVIEW
LOGIC

Let's focus our attention on the beginning of the case.

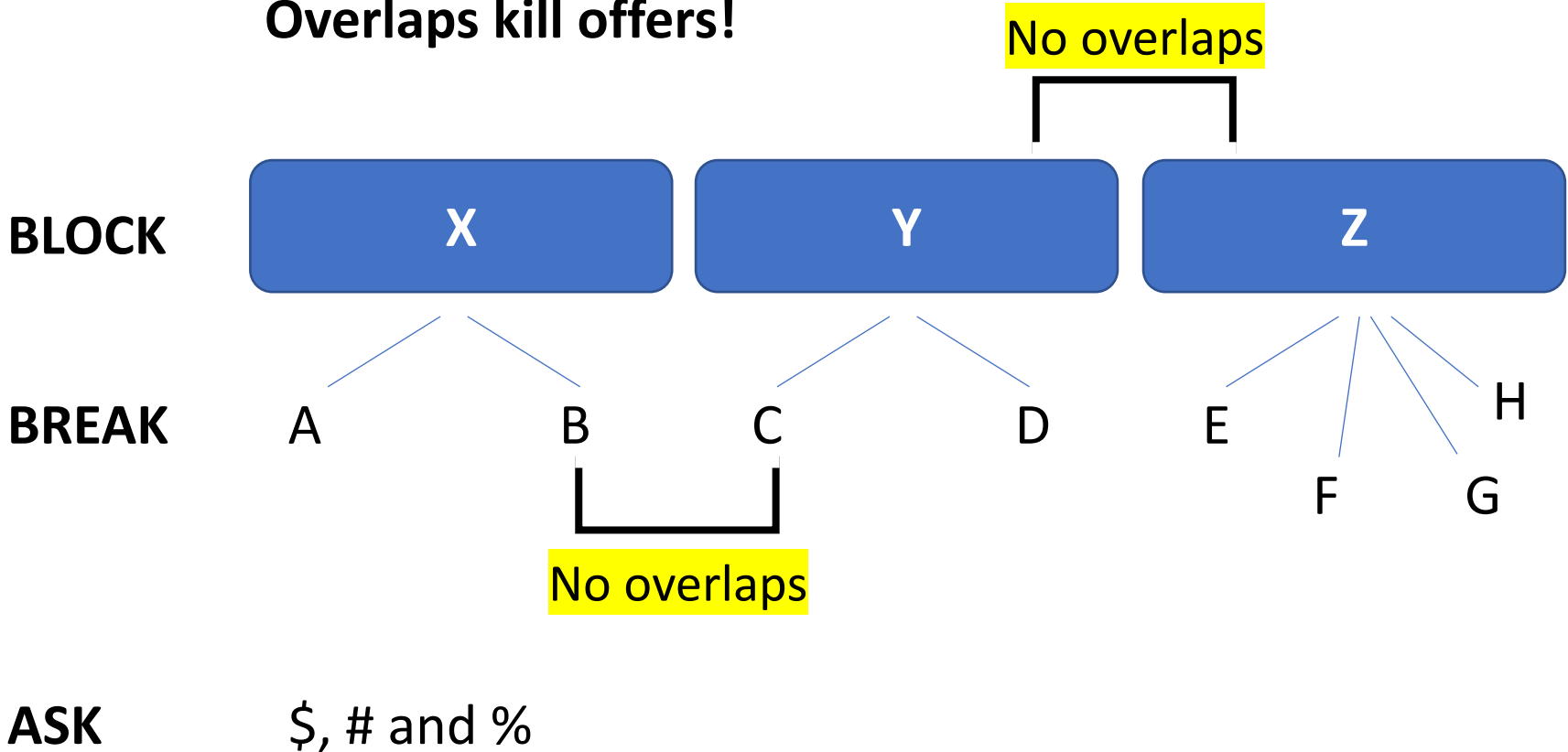
Case Flow





Not focusing on the ME in MECE for both blocks & breaks

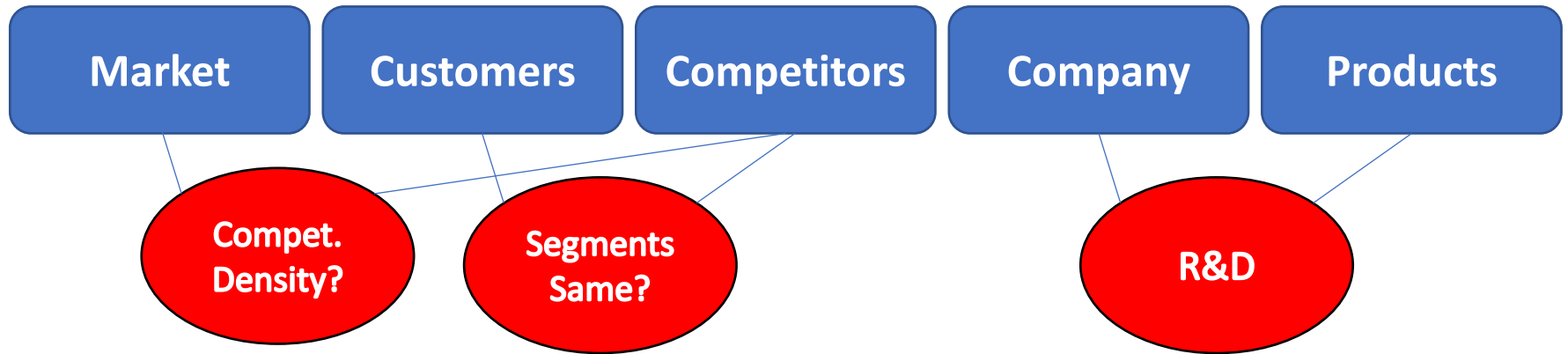
Overlaps kill offers!





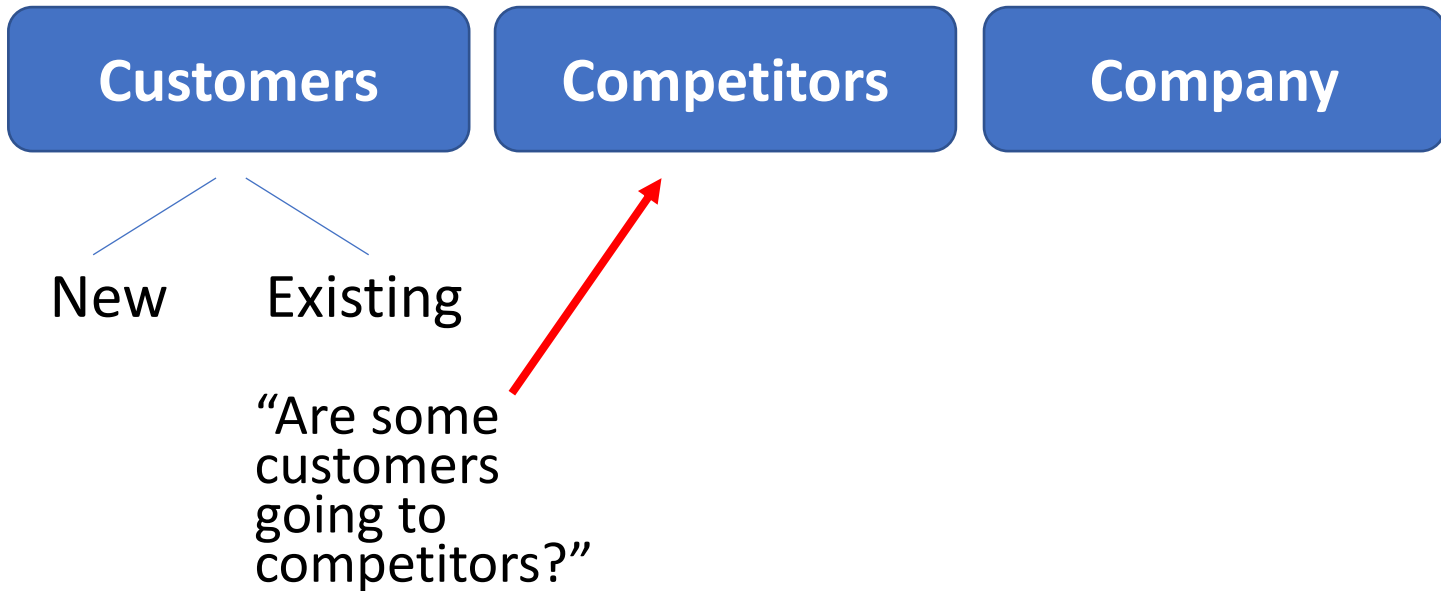
You may be creating a block structure that is tough to keep ME.

Let's enter a new market. I want to find the most attractive market.



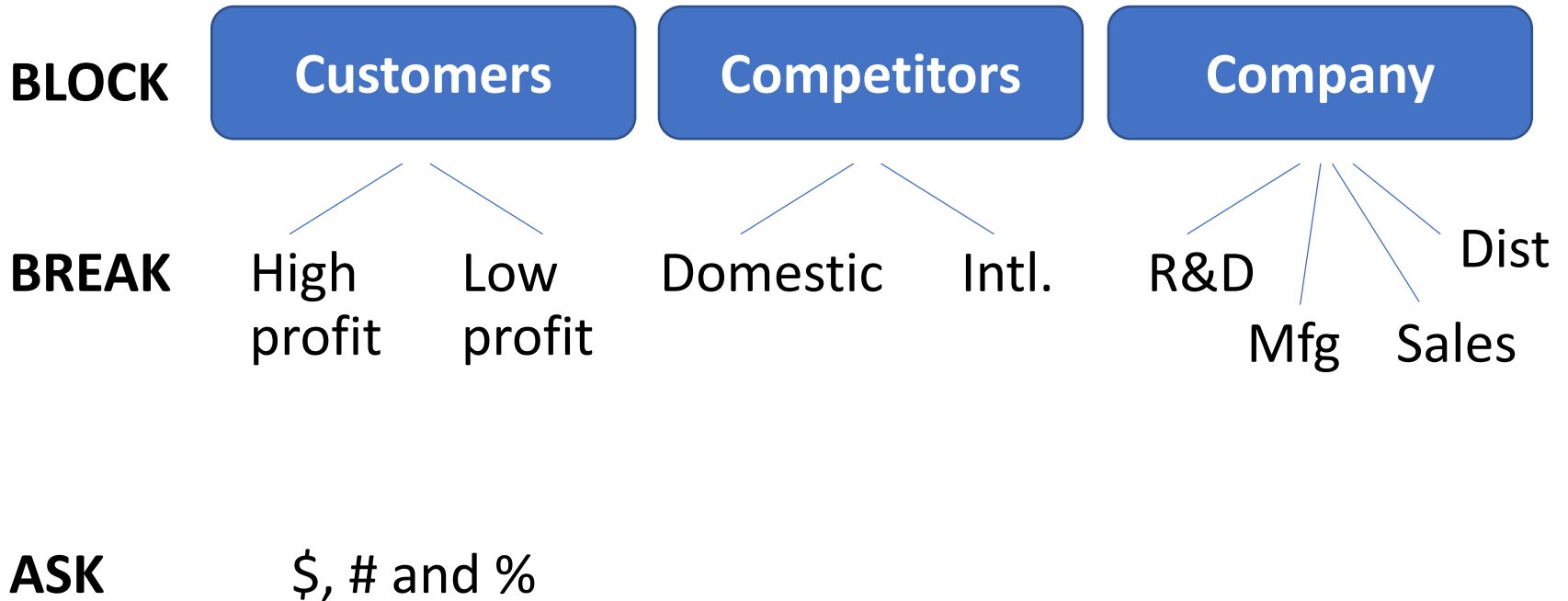


Or sometimes you say too much and create an overlap.





Highlight your skill at showing ME with your breaks





Obsessing with CE but not being case specific.

Franchise performance is inconsistent. You want to analyze profit, but what are your blocks?

Clinically correct

N East

M West

South

West

More Insightful

Sit-down

Sit-down w/
drive-up

Better Thinking

Established franchisee

New franchisee

2

Focus on being insightful, not necessarily perfect.

Diaper sales are down. Which blocks
would you create to ensure no overlap?

Clinically
correct

0-4 yrs

5-15

16-50

51-80

More
Insightful

0-4 yrs

5-15

16-50

51-80

Better
Thinking

Babies

Pull-ups

Adult



Start clinically but then prioritize with good sense.

We want to launch our fashion line globally.

Clinically correct

NAM

CA

Africa

Asia

E EU

EU

ME

Oceania

More Insightful

Fashion Aligned – High Priority

Less Aligned – Lower Priority

NAM

Asia

EU

ME



Most candidates have a natural CE limiter. What do you forget?

Tend to Forget

Ex-Banker



Marketing

Ex-Advertising



Investment

Ex-Process Engineer



Revenue Strategy

3

Ignoring a simple process flow or equation.

Engagement Agreement sign-ups are down at our client, an M&A firm. Clients sign an EA to officially go to market. What's your hunch?



Time



Relationship



Fear

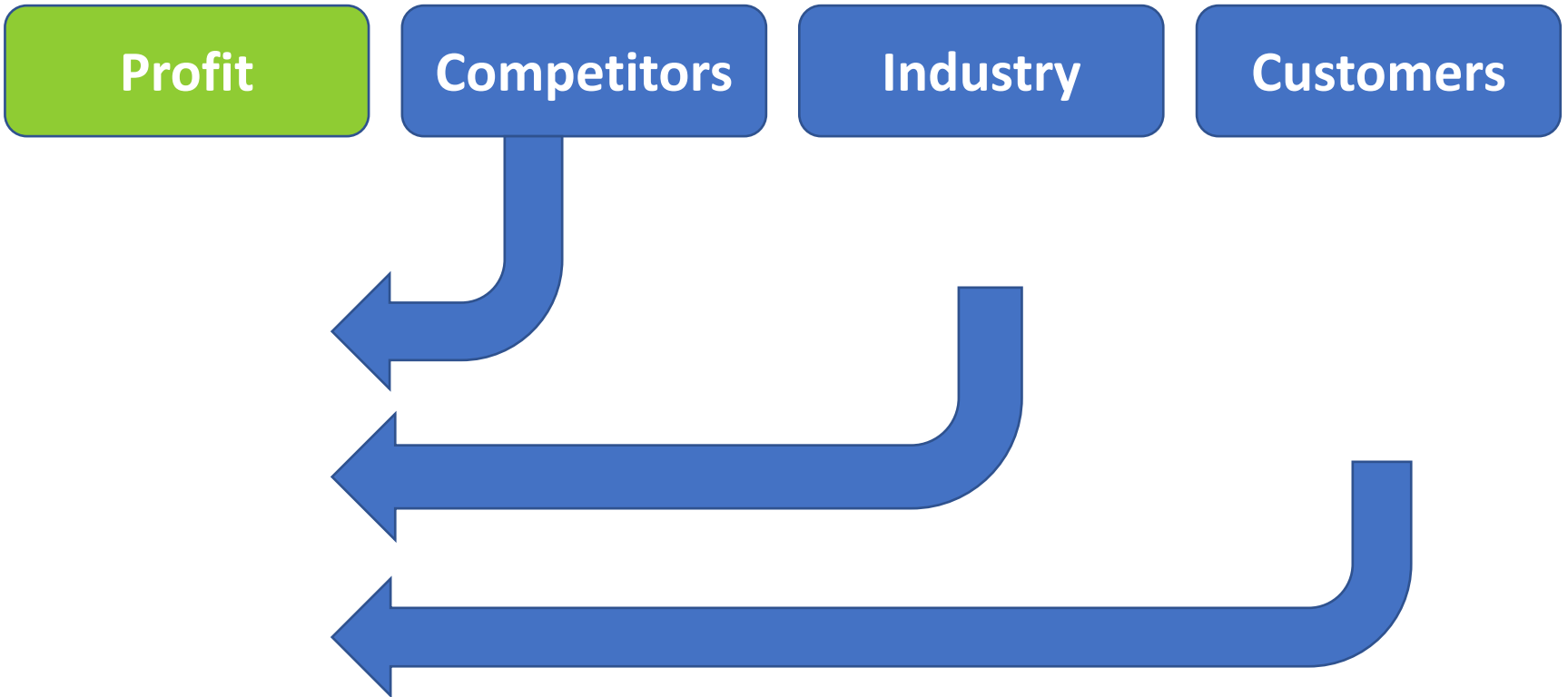


Trust Skills



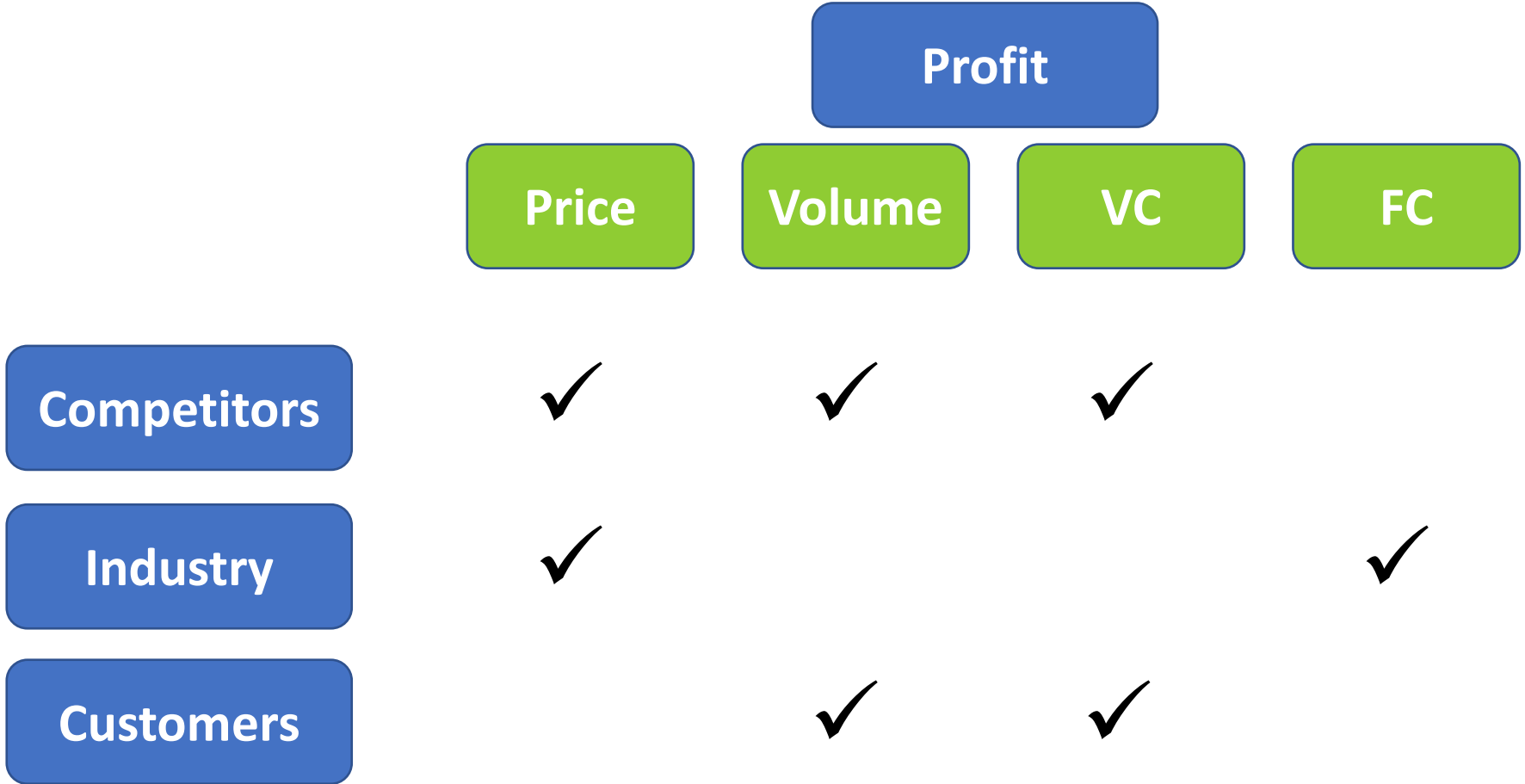


**Don't create the structure
"profit" and x, y and z.**



3

Trust the math and make that your main structure.



3

Algebra is a great way to create a clean structure.

**Hiring
Challenge**

(# of Offices x Avg. Total Candidates Interviewed x # of Those Selected)

**Make Price
Competitive**

(Production Cost + Wholesale Fee + Retail Fee)

**Hotel Spa
Usage Down**

(# of Guests x % Interested in Spa x % Purchase)

Recap

- **Look out for these MECE mistakes:**
 - Not focusing enough on ME and making simple overlap mistakes.
 - Obsessing with CE and not being case specific.
 - Ignoring easy process and algebraic structures.



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)

Crack the Case Winter Camp 2023!



CRACK THE CASE WINTER CAMP



- Be “offer ready” by Jan 1.
- **6 topics / 1 month.** Recordings available.
- **Bonus behavioral session:** Interview LOGIC workshop and 12-month online course.

- Winter Camps typically have 100+ campers from all over the world!
- **2 Tracks: Foundational and Advanced**
- World class trainers: David (ex-Bain) or Deborah Resnick (ex-McKinsey).
- Learn/See/Do. Each session there’s an assignment and 2 new cases.
- Work with your assigned team partners or others.
- Plus a Case Arena with Q&A every session day.
- Focus on building consistent skills that lead to offers!

- **SAVE THE DATE: Camp begins Sunday, Dec 3rd.**
- **Registration opens Nov 19th.**



[CTC-Winter-Camp-23-details – Crack the Case Camp Site \(mbacase.com\)](https://mbacase.com)



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