

CRACK
THE CASE



CASE KILLERS

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TRAINING

Fall Webinar Series
with David Ohrvall



David Ohrvall
CEO, Zintervū



ICU

國際基督教大學
INTERNATIONAL CHRISTIAN UNIVERSITY
Expanding Potential



Zintervū
CRACK THE CASE **INTERVIEW LOGIC**



Deborah Resnick

Workshop facilitator & coach



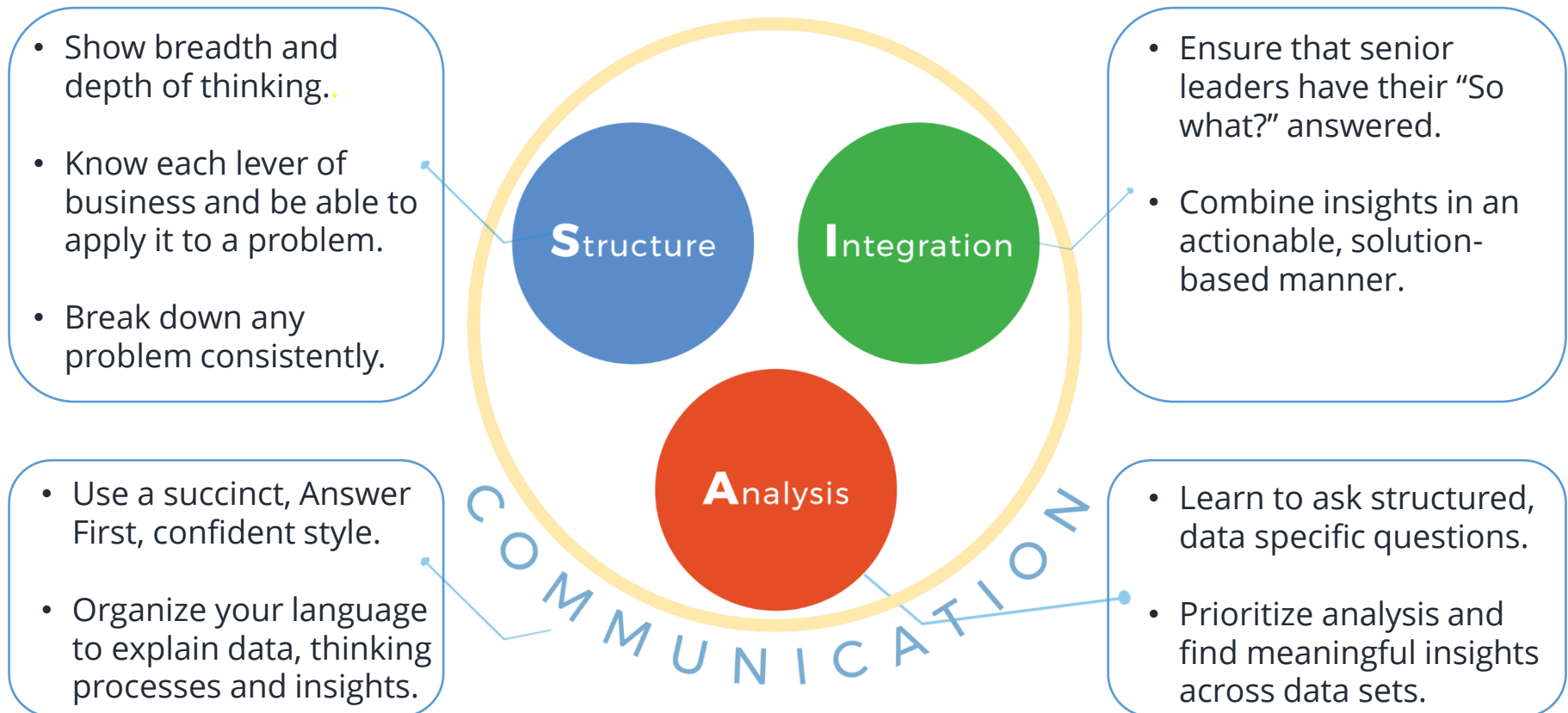
HARVARD
BUSINESS SCHOOL



Zintervū
CRACK THE CASE INTERVIEW LOGIC

Case Killers impact all phases of the case.

CSAI Skills!



Killer #1: Burning Time Thru the Case

Why? When you take too long, so you don't finish the case.



Not being Answer First

- When you don't get to the point your interviewer disengages
- You take too much time to present
- A few seconds here, a few seconds there

Solution:

- Practice with your IMPACT behavioral stories
- Don't speak for longer than 30 seconds
- Work on old cases and the feeling of going fast

“Taking a minute” too often

- Every time you do this you slow the case down
- It’s easy for the interviewer to disengage

Solution:

- Push yourself to maintain the conversation
- Question whether you really need time



Getting confused with your papers

- Losing data or key facts
- Having too much going on
- “Scribbling in the corner”

Solution:

- Review your notes management
- Limit yourself to 3 sheets
- Be one and done – no rewriting



Killer #2: No Business Advisor Tone

Why? Interviewers can't see you leading a client meeting.



Not leading with and advisor introduction

- Forgetting to make a comment about the case
- Forgetting to mention your hypothesis

Solution:

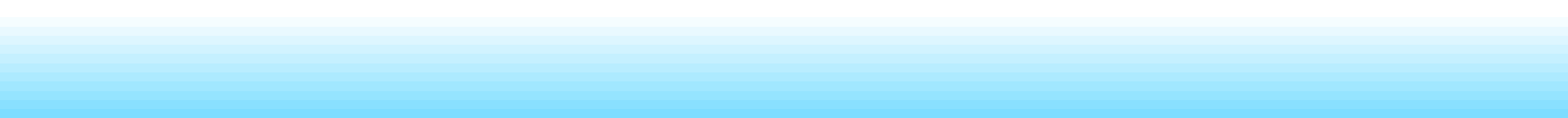
- Practice a variety of lead-in sentences
- Memorize potential hypotheses

Not returning to the thread

- Not mentioning the main question throughout the case
- Not thinking through the steps that drive forward

Solution:

- Write the main question – checkmark it 3 times
- Take old cases and map out the steps in the thread
 - *Should we go abroad?*
 - *Assess countries*
 - *Prioritize best countries*
 - *Forecast several scenarios*
 - *Make final decision: go or no go*



Not closing with the future in mind

- Forgetting to think of this problem as a business with a future
- Becoming robotic and saying the same thing for each case

Solution:

- Master the generic next steps first: “check the data,” etc.
- Review old cases for the zinger – what truly matters?
 - *Go to Europe OR*
 - *Go to the Netherlands then France*

Killer #3: Limited Case Specific Thinking

Why? You can't go deep on the key insights to crack the case.



Sounding generic from the get-go

- Structuring without your 5 case specific words
- Panicking and returning to a familiar yet wrong structure
 - You're not likely to get an offer with the "3 C's"

Solution:

- Do the magazine drill every day to flex your mind
- Study old cases to see examples of going more specific
 - *International case = regulations (bus/food/safety)*
 - *Merger case = cultural challenges*
 - *New product launch = internal skill gaps*



Missing easy wins and “So What?”s that matter early on

- Skipping over the obvious: retail v. mfg v. distribution
- Not mentioning the client’s name and goals throughout
- Not returning to the main goal at the end of the case

Solution:

- Circle the client's name and use it 2x in the intro
- Box the industry and mention something specific
- Underline the goal and talk about its industry specifically

Killer #4: Bobbling the Scale and Not Rounding

Why? It undermines your image and overall confidence.

$\mathcal{L} = \oint E \cdot dt$

$f(w) = \int_{-\infty}^{\infty} f(x) e^{-2\pi i x w} dx \quad \frac{dt}{do}$

$\nabla \cdot E = 0 \quad \nabla \times E = -\frac{1}{\epsilon} \frac{\partial H}{\partial t}$

$\nabla \cdot H = 0 \quad \nabla \times H = \frac{1}{\mu} \frac{\partial E}{\partial t}$

$i\hbar \frac{\partial}{\partial t} \Psi = H \Psi$

$\rho \left(\frac{\partial v}{\partial t} + v \cdot \nabla v \right) = -\nabla p + \nabla \cdot T + f$

$H = -\sum p(x) \log p(x)$

$\frac{1}{2} G^2 S^2 \frac{\partial^2 V}{\partial S^2} + r S \frac{\partial V}{\partial S} + \frac{\partial V}{\partial t} - r \cdot V = 0$

$TC(Q, q_i, m_i) = \sum_{i=1}^n \left[\frac{D_i}{m_i q_i} S_i + c_i^v D_i + \frac{q_i H_i^v}{2} \left(m_i \left(1 - \frac{D_i}{P_i} \right) - 1 + 2 \frac{D_i}{P_i} \right) \right] +$

$\left[\frac{d \Delta p(s, \phi)}{d \phi} \right] = \begin{bmatrix} \beta & -\mathcal{L} \\ -\beta & 0 \end{bmatrix} \begin{bmatrix} \Delta p(s, \phi) \\ \Delta M(s, \phi) \end{bmatrix}$

$\int_0^{\frac{\pi}{2}} (\log \sin x)^2 dx = \int_0^{\frac{\pi}{2}} (\log \cos x)^2 dx = \frac{\pi}{2} \left\{ \frac{\pi^2}{12} + (\log 2)^2 \right\}$

Not investing enough time on mental math

- Losing your way through the zeros
- Not establishing data markers early on
 - \$10B Rev so 20% EBITDA is \$2B

Solution:

- Go old school – flashcards!
- Work on fluently moving from K to M to B
- Proactively calculate whenever possible

Not recognizing the power of rounding

- Auto Chin Down – doing math because it feels safe
- Thinking that a few extra decimals changes the story

Solution:

- Create standard phrases to check in
 - *“Do you mind if I round?”*
- Go back through old cases and practice rounding first
- Anticipate rounding – have some placeholders in notes
 - *Potential growth % and \$*
 - *Profit % and \$*
 - *Revenue historically*
 - *Market share*

What past campers are saying:



“Practicing with folks from other schools really helped me see different styles.” (Tepper MBA, McKinsey offer)

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

**“Thanks for pushing me so hard”
(McCombs undergrad, McKinsey offer)**

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

**“Thanks for setting such a strong foundation.”
(Amherst undergrad, Bain final round, Oliver Wyman offer)**

Crack the Case Winter Camp 2023! Registration Now Open



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!
- **SCAN TO GET SUPER EARLY BIRD PRICING.**



<https://camps.mbacase.com/ctc-wc23-sebext/>



David Ohrvall
david.ohrvall@mbacase.com



Deborah Resnick
deborah.resnick@mbacase.com



davidohrvall
deborahresnick