

CRACK
THE CASE

Avoid Interview Pitfalls

Your Offer
Depends on It

Sunday, June 2

Spring Webinar Series
with David Ohrvall
Zintervu CEO



CRACK
THE CASE

TRAINING



David Ohrvall
CEO, Zintervū



ICU

國際基督教大學
INTERNATIONAL CHRISTIAN UNIVERSITY
Expanding Potential



Zintervū

CRACK
THE CASE

INTERVIEW
LOGIC

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
Chapman University
Chicago Booth
Columbia
Colorado
Cornell
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
Smith
Stanford
SMU
Temple
UT McCombs
Texas A&M
USC Marshall
UCLA Anderson
UC Davis
UC Irvine
UNC Kenan-Flagler

U of Florida
U of Washington
Wharton
William & Mary
Wisconsin
Yale

Europe

IE Madrid
INSEAD
Oxford Said
Cambridge Judge
Bayes, Imperial,
Trinity Dublin,
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 focus our attention on each part of the case and avoid pitfalls.

Case Flow



1. Not Pivoting



- **Pivot during the behavioral interviews**
 - “I was ambitious during an analytical challenge”
 - Know your IMPACT stories well
 - Pivot to topics that show off your skills
- **Pivot during the case interview**
 - “Given the key question, let's start with the 3rd block”
 - Talk through the areas where you have the most content and insights
 - You convey confidence when you talk about things you know

2. Ignoring your behavioral prep

Individual Contribution

Manage or Lead

Persuasion

Analytics

Challenge or Failure

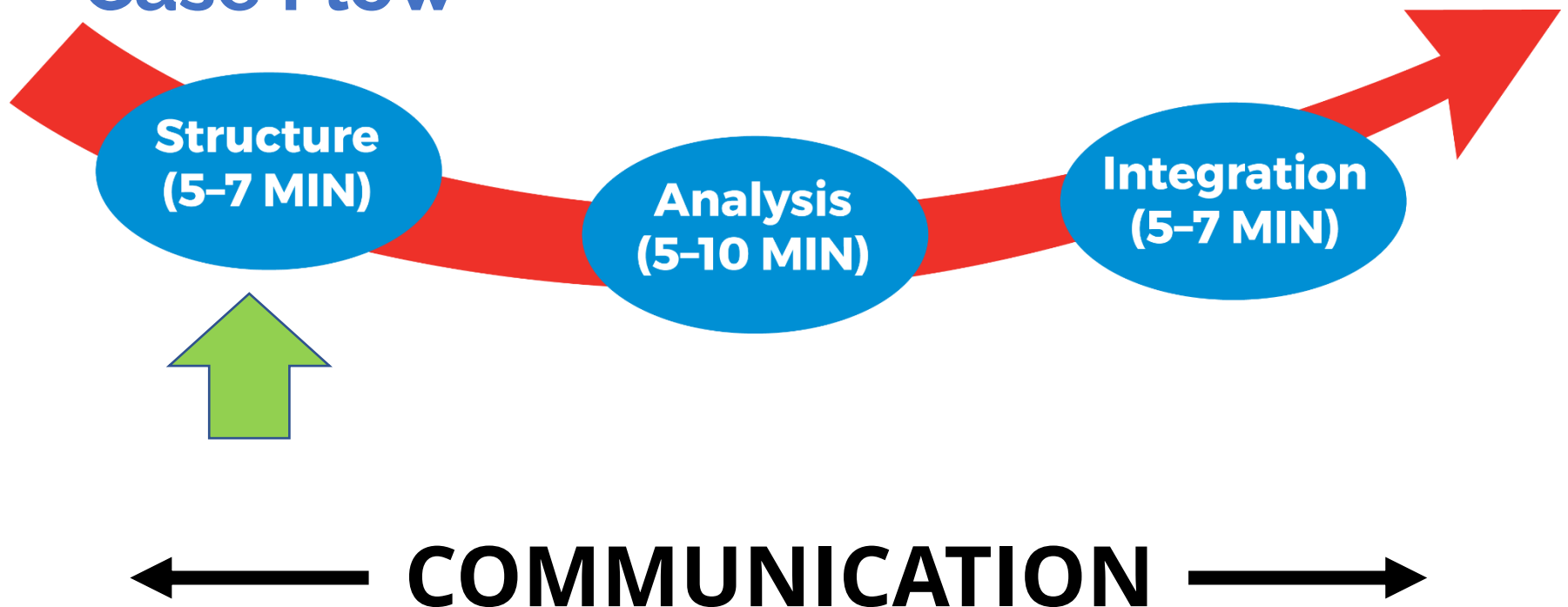
Teamwork

Don't neglect your behavioral interview prep

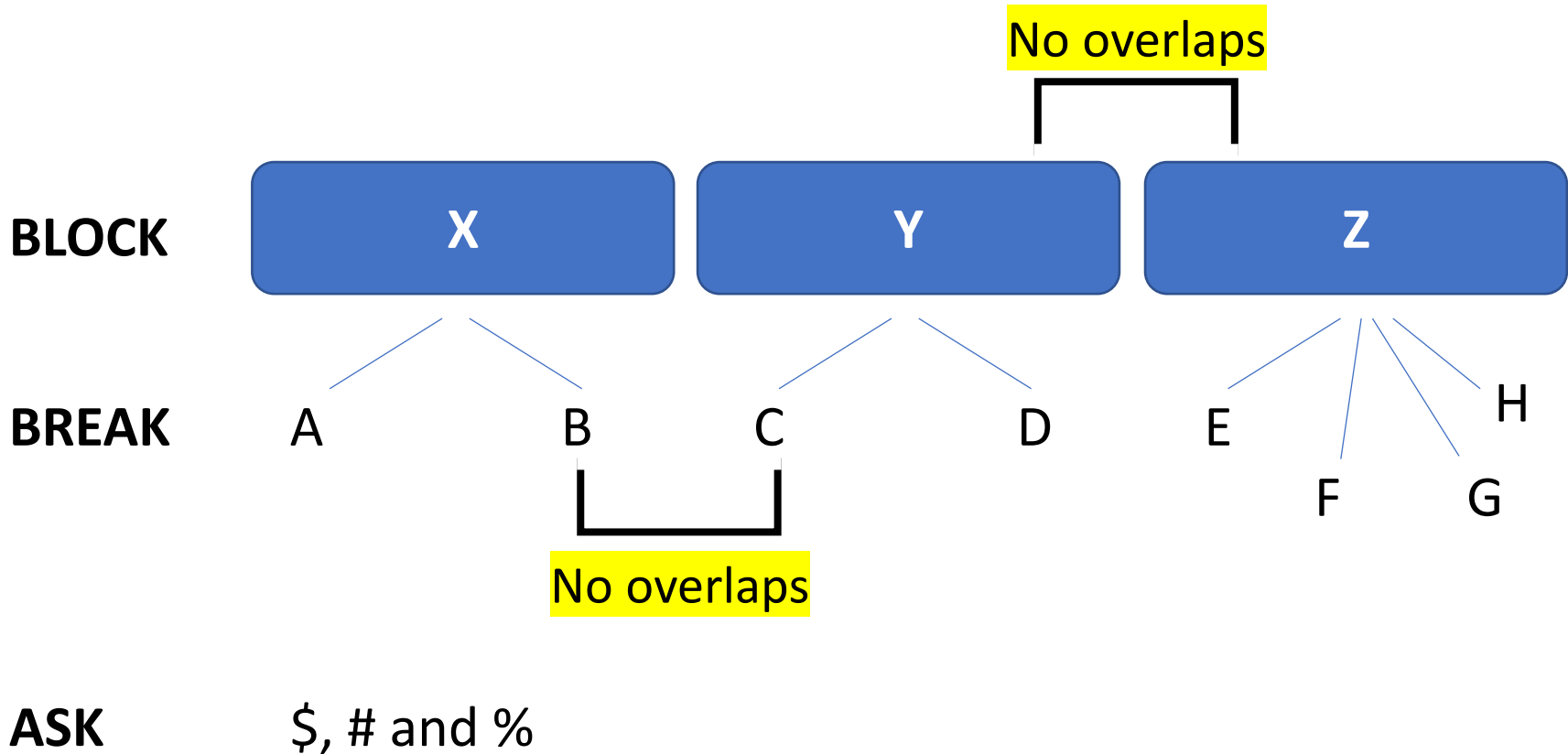
- Connect: Show behaviors and skills that are relevant.
- Be crisp and succinct: Edit the stories down to the most relevant points.
- Genuine: Stick to the truth. Let your passion shine through.

Let's focus our attention on each part of the case and avoid pitfalls.

Case Flow

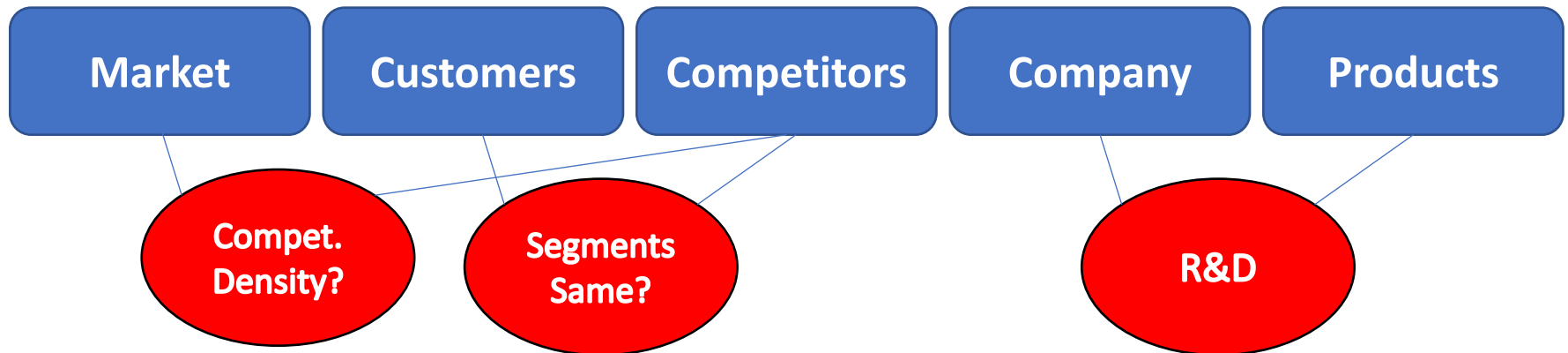


3. Not focusing on ME in MECE

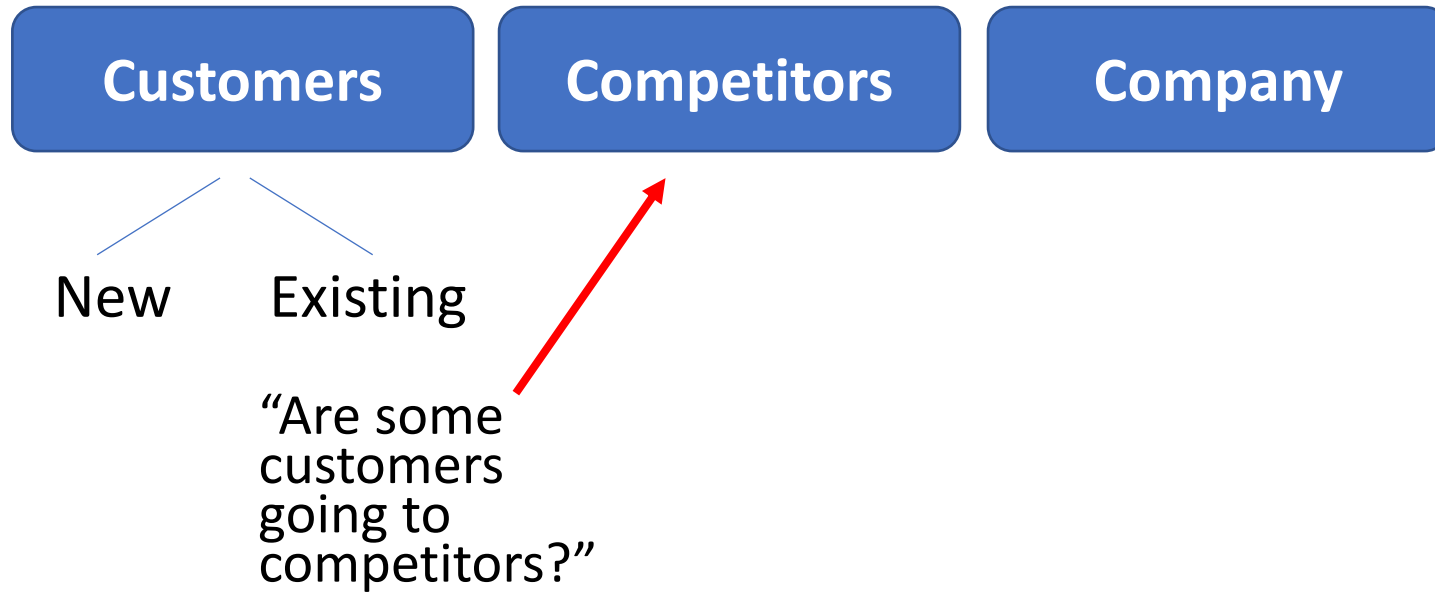


4. Creating a block structure that is tough to keep MECE

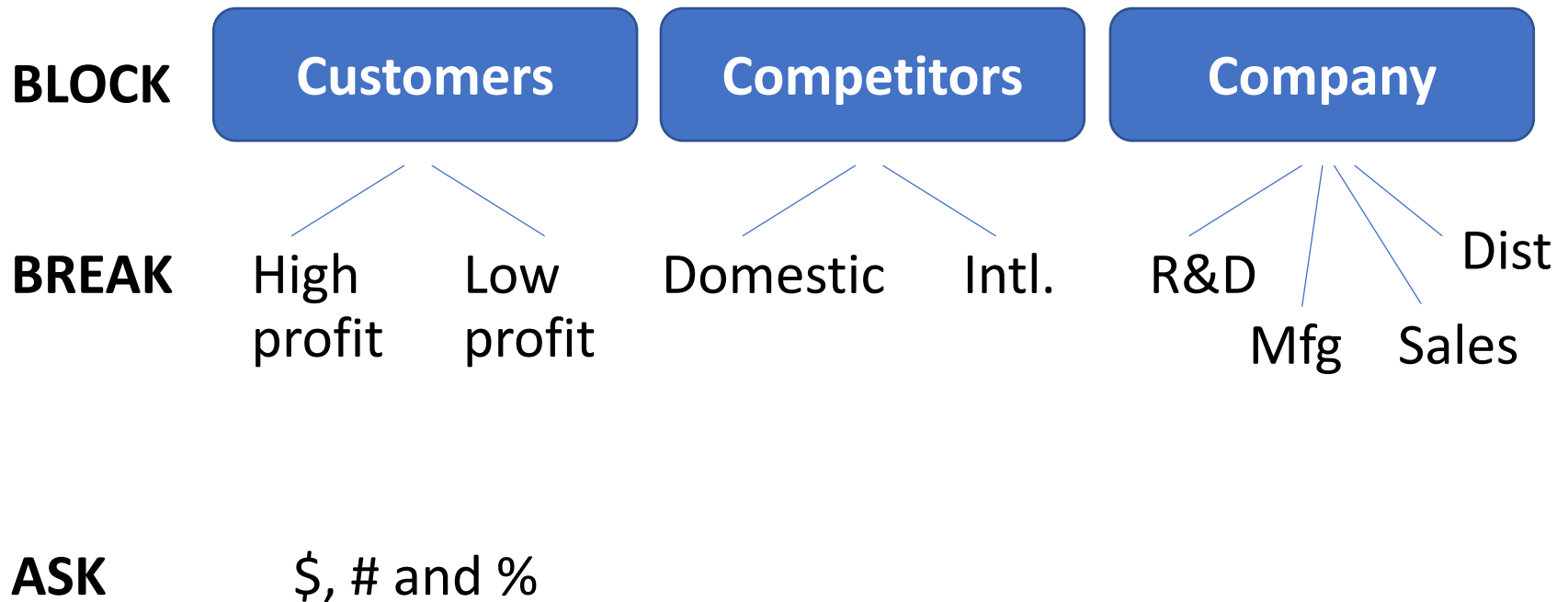
You – “Let’s enter a new market. I want to find the most attractive market.”



5. Saying too much

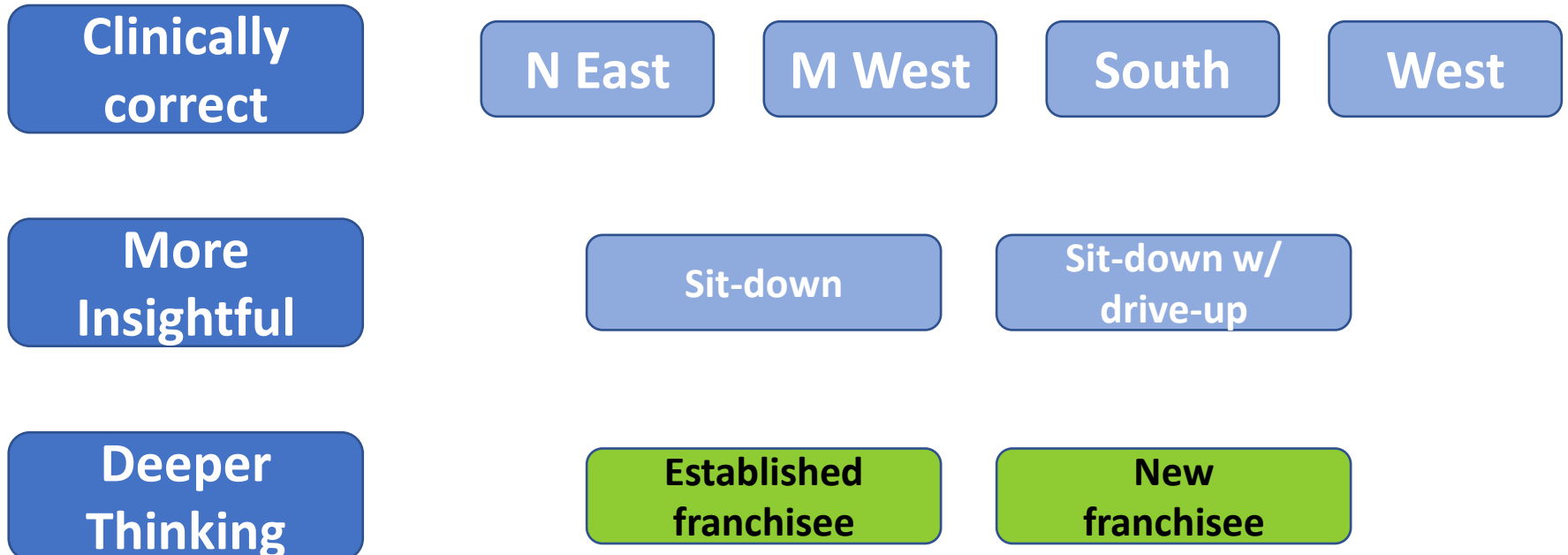


6. Not highlighting ME with your breaks



7. Focusing on CE but not being case specific

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



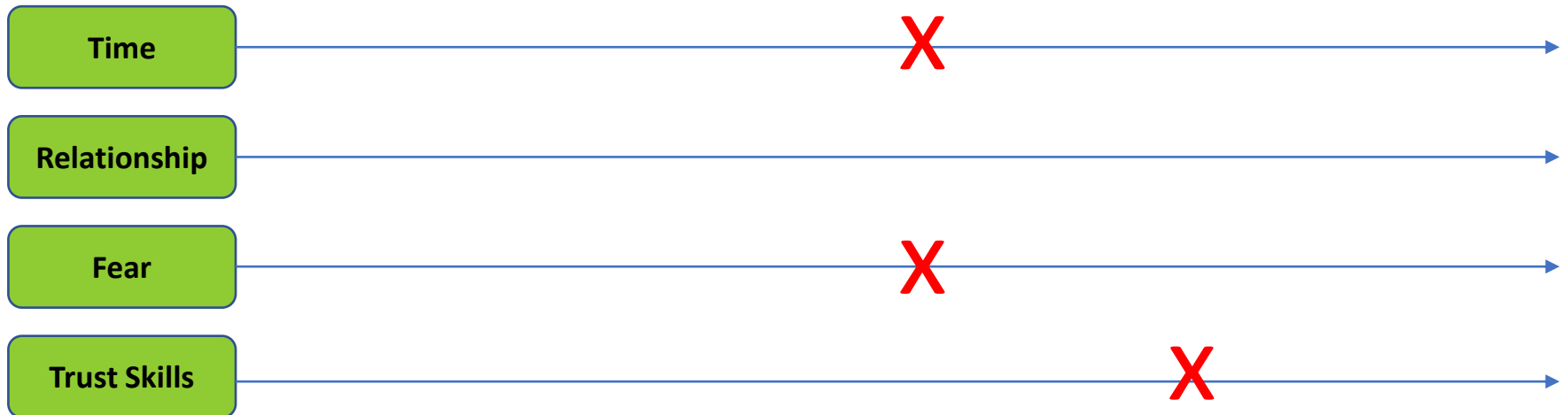
8. Not being insightful

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

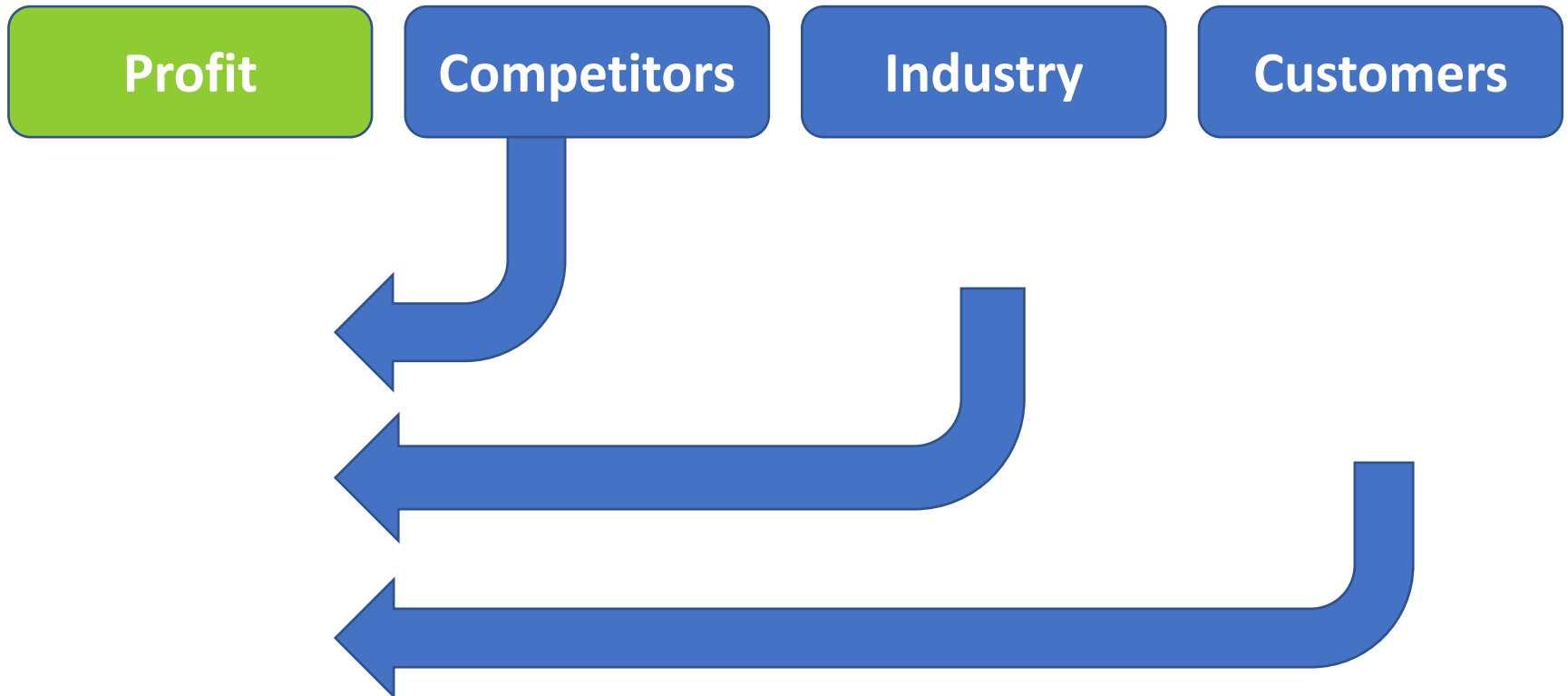
Clinically correct	0-4 yrs	5-15	16-50	51-80
More Insightful	0-4 yrs	5-15	16-50	51-80
Deeper Thinking	Babies	Pull-ups	Adult	

9. Ignoring a simple process flow

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?

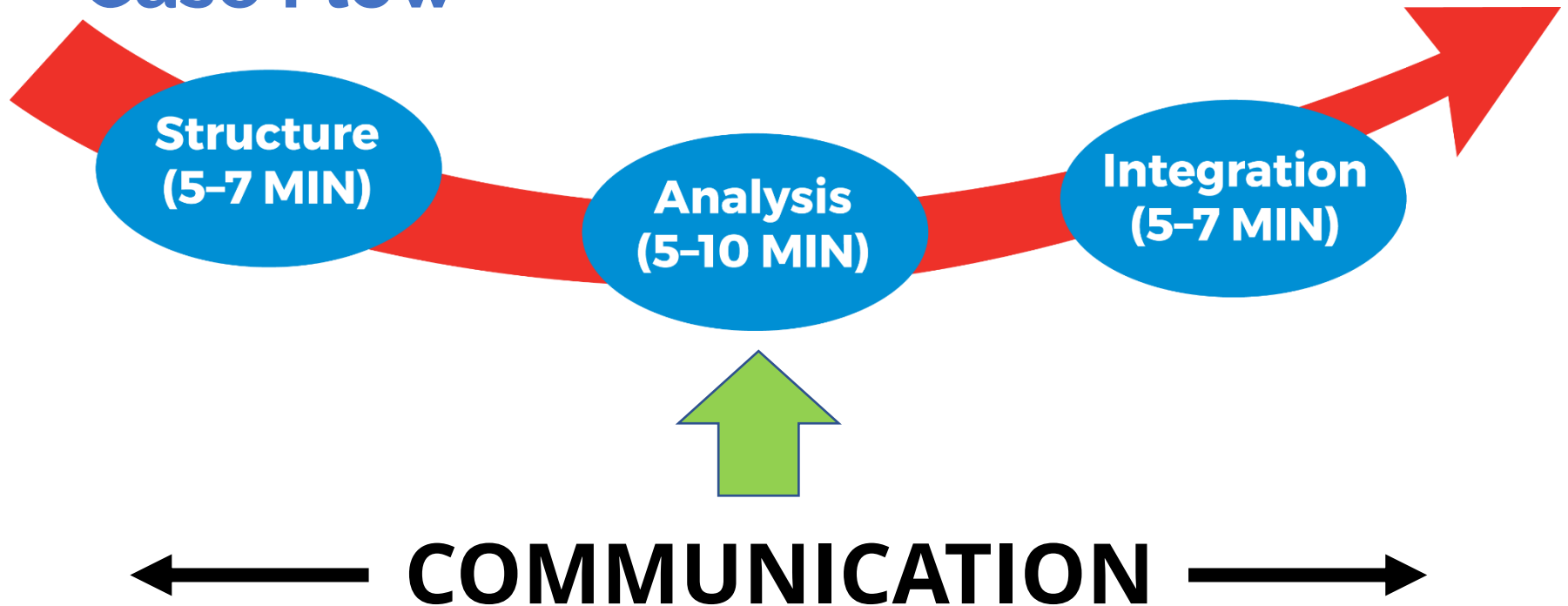


10. Going beyond basic profit



Let's focus our attention on each part of the case.

Case Flow



11. Avoiding simple equations. Do the math.

**Hiring
Challenge**

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

**Make Price
Competitive**

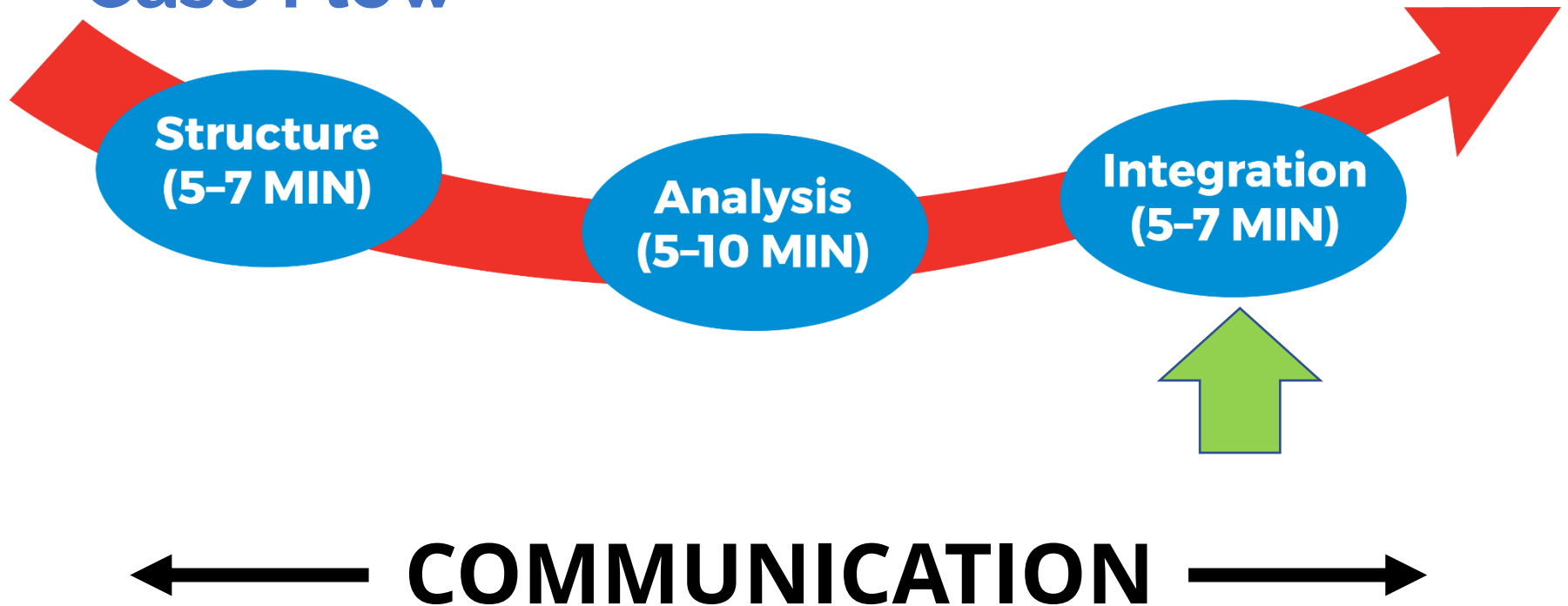
**(Production Cost + Wholesale Fee +
Retail Fee)**

**Hotel Spa
Usage Down**

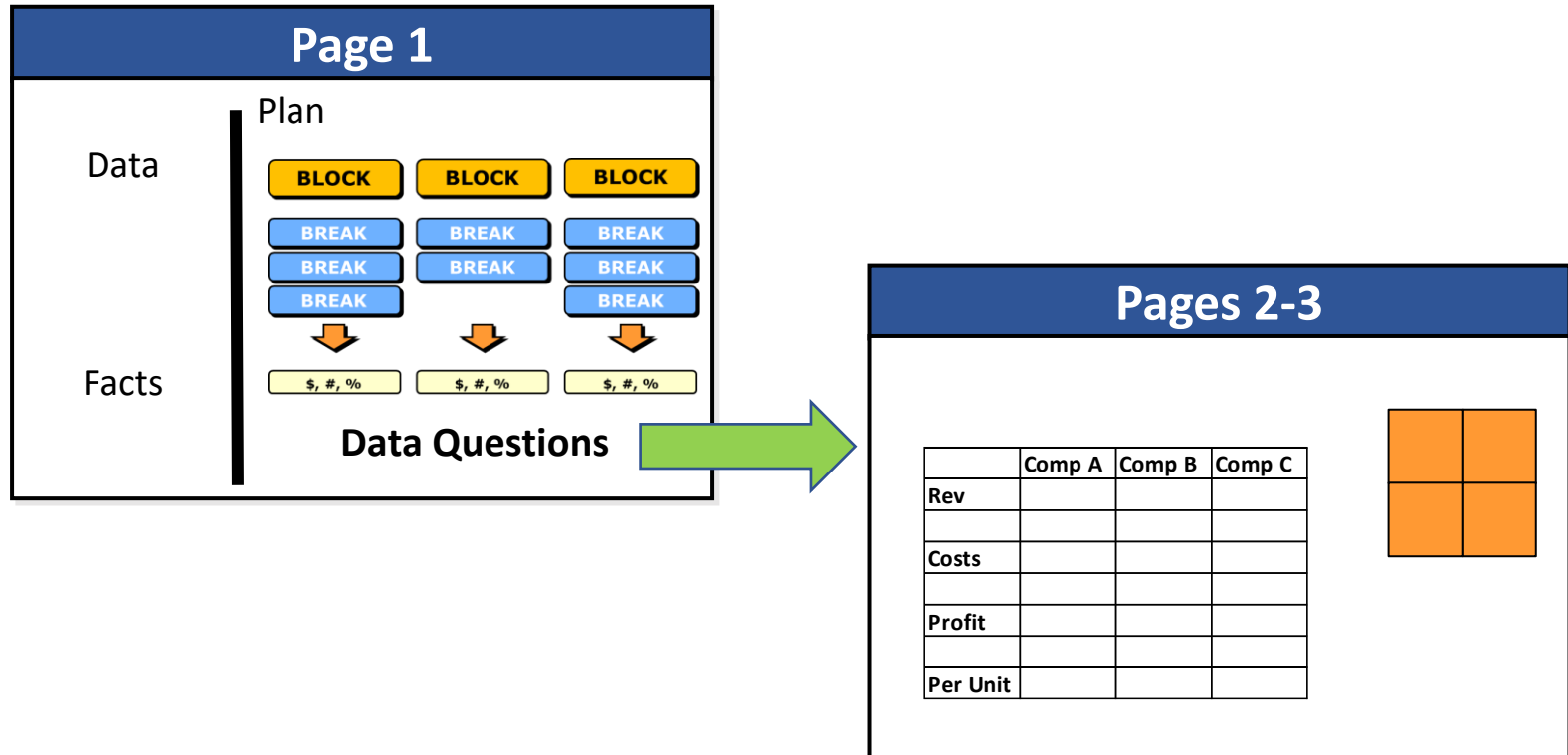
**(# of Guests x % Interested in Spa x
% Purchase)**

Let's focus our attention on each part of the case.

Case Flow



12. Not anticipating the data

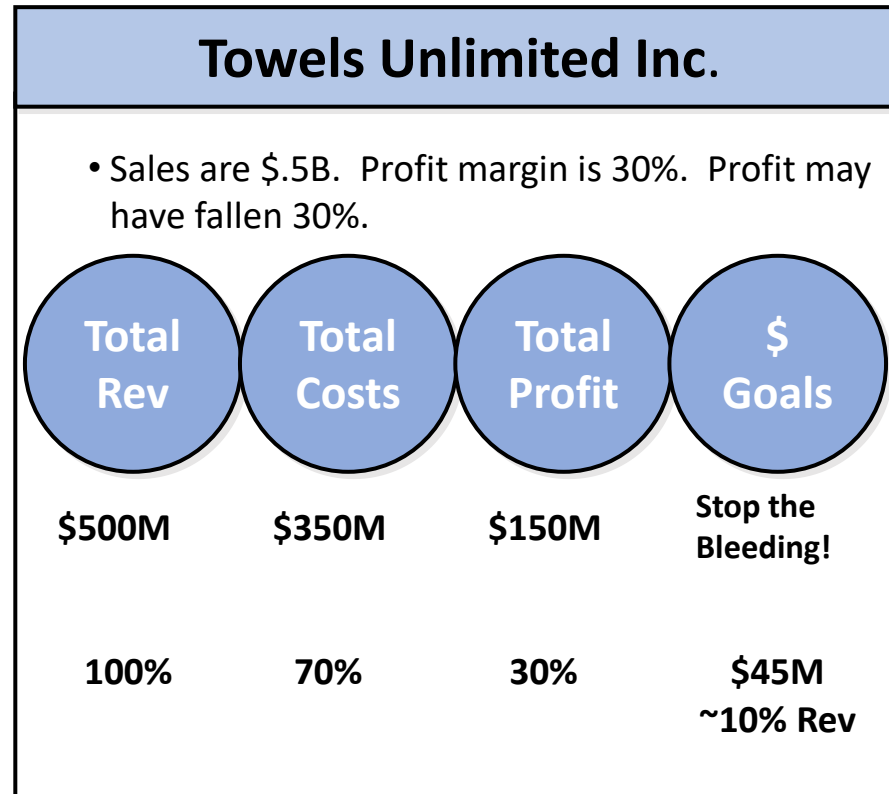


13. Not estimating and manipulating numbers

Billions
Millions
& Thousands



Dollars &
Percentages

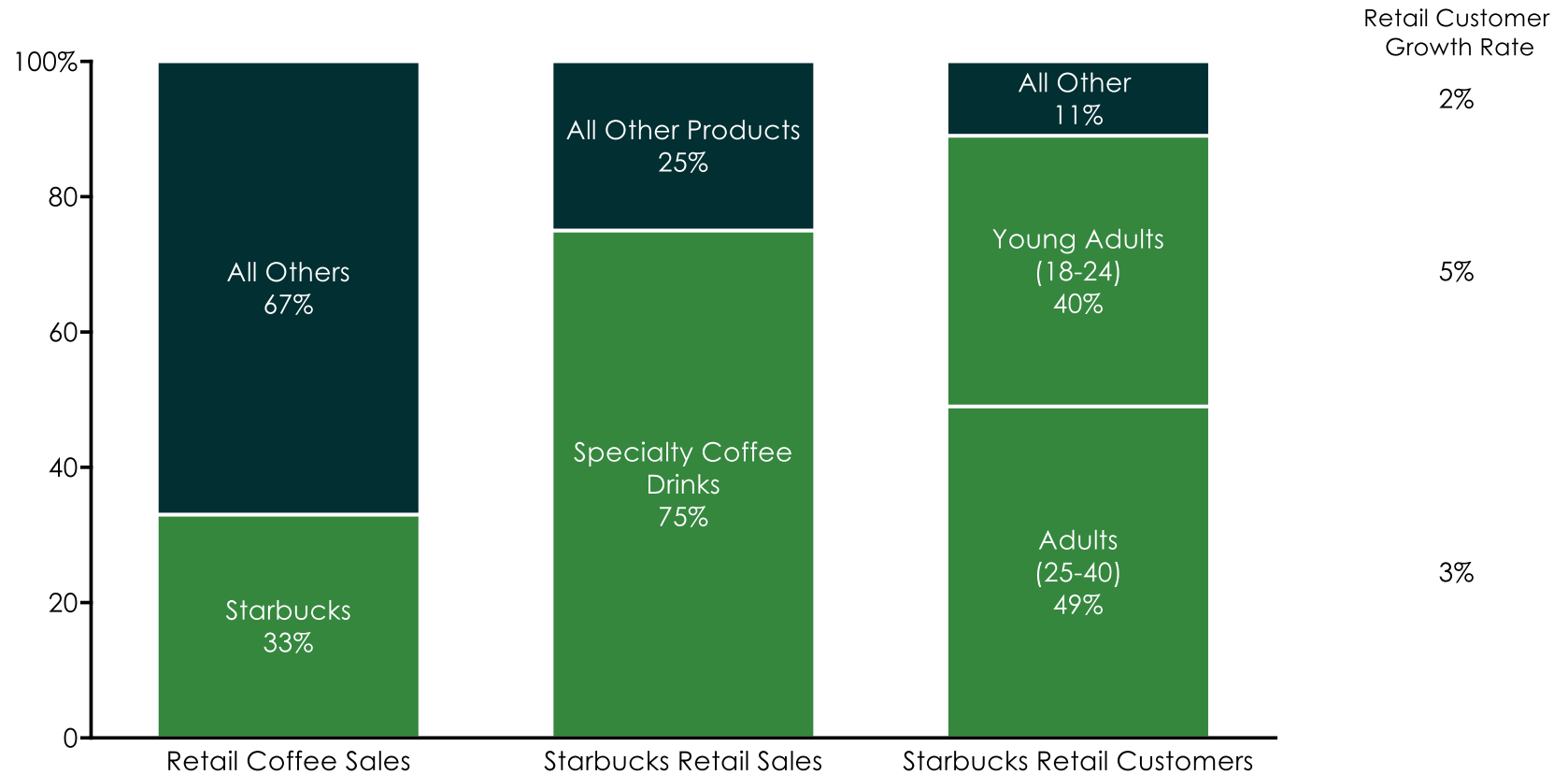


14. Not telling the story

T-shirt production. What story do you see?

12 Month Projections			
	Level A	Level B	Level C
Green Moms shirts sold	3000	2500	2000
Eco Students shirts sold	2000	1500	500
Price per Shirt	28	32	37
Full Production Cost per Shirt	18	20	22
Loan Required (Equip. / Mkt.)	\$43,000	\$40,000	\$38,000
Profit per Shirt			
Total Shirts Sold			
Total Revenue			
Total Profit (Tot. Rev - Loan)			

15. Ignoring the actionable insight



Pitfall Summary

1. Not pivoting
2. Ignoring your behavioral prep
3. Not focusing on ME in MECE
4. Creating a block structure that is tough to keep MECE
5. Saying too much
6. Not highlighting ME with your breaks
7. Focusing on CE but not being case specific
8. Not being insightful
9. Ignoring a simple process flow
10. Going beyond basic profit
11. Avoiding simple equations. Do the math.
12. Not anticipating the data
13. Not estimating and manipulating numbers
14. Not telling the story
15. Ignoring the actionable insight

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)

Join Crack the Case Summer Camp



Crack the Case Summer Camp 2024

CRACK
THE CASE

**SUMMER
CAMP
2024**



Join expert trainers David Ohrvall and Deborah Resnick for our 7-week intensive **Crack the Case Summer Camp!**

Dates: June 9 – July 28, 2024

Registration opens on May 26

[Learn More](#)



- 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 50+ 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.
- We focus on building consistent skills that lead to offers.

- **SAVE THE DATE: Camp begins Sunday, June 9th.**
- **Early Access Coupon saves you \$90**
- **SCEARLY24 - Expires end of today!**

**Download today's slides and
get use Summer Camp early
access code.**





David Ohrvall
david.ohrvall@zintervu.com



Deborah Resnick
deborah.resnick@zintervu.com



dauidohrvall
deborahresnick