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CRACK THE CASE

AI Teaching Tool

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The 4 Skills That Matter

Everything in case prep anchors to these four areas

C

Communication

Clear, concise, answer-first delivery

S

Structure

Logical, MECE, tailored to the problem

A

Analysis

Accurate math + strong business insights

I

Integration

Recommendation + risks + next steps

AI should improve your thinking — not replace it.

C COMMUNICATION

Clear · Concise · Answer-First · Easy to follow under pressure

C

Communication – The Standard to Build

What a strong answer looks like — before we talk about using AI

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- ✓ **Answer-first**
  Lead with the conclusion, not the process
- ✓ **Structured signposting**
  Clear markers: "There are three areas…"
- ✓ **Concise delivery**
  Eliminate filler and repetition
- ✓ **Logical flow**
  Each point builds on the last
- ✓ **Easy to follow in real time**
  The interviewer should never feel lost

C

Communication – What Interviewers Are Testing

AI should help you tighten delivery — not create the message

1. Can you make complex ideas simple under pressure?
2. Can you prioritize what matters vs. what doesn't?
3. Do you sound like someone a client would trust?
4. Can you recover quickly if your answer gets messy?

C

Communication – Refine, Don't Replace

- Say your answer out loud (or type it), then prompt AI: "Rewrite this to be more concise and structured for a consulting interview"
- Student: "So I think there are a few things going on here…" → AI-refined: "There are three key drivers impacting profitability…"
- Then practice the refined version out loud. This is where the reps happen.

TRAP → FIX

- Asking AI: "Give me the best answer to this case" — then memorizing it
- Skipping verbal delivery entirely (typing practice ≠ interview practice)

- Always answer first, then refine with AI
- Re-deliver every answer out loud after AI feedback
- Do 3 reps: raw → AI-refined → clean delivery

PRACTICE DRILL

- Raw answer → AI refine → deliver out loud
- Repeat 3x on one prompt before moving on
- Record yourself on rep 3 to self-assess

S STRUCTURE

Logical · MECE · Tailored to the specific problem

Structure – The Standard to Build

What a strong structure looks like — before we talk about using AI

- **MECE**
  No overlap, no gaps
- **Tailored to the case**
  Specific labels, not generic buckets
- **Prioritized**
  Most important branches first
- **Hypothesis-driven**
  Where possible, a point of view
- **Practical to walk through**
  Can be communicated clearly in 60 seconds

S

Structure: What Strong Candidates Do Differently

AI should expand your options, not replace your thinking

1. Customize structure instead of forcing frameworks
2. Use case-specific labels, not generic buckets
3. Balance breadth vs. depth based on what matters
4. Adapt the structure as new information emerges

Structure – Build Range, Not Dependency

- Prompt: "Give me 3 different ways to structure this case. Avoid generic frameworks."
- Breaks the "Profitability = Revenue – Cost" autopilot habit
- *Example: for a new market entry, compare: geography-first vs. customer-segment-first vs. capability-gap-first*

TRAP → FIX

- Copying AI's structure word-for-word without understanding it
- Skipping your own attempt and jumping straight to AI output

- Build your own structure before opening AI
- Then ask: "What is missing or redundant in my structure?"
- Merge your best ideas with AI's gaps. Don't replace, patch

PRACTICE DRILL

- Read case prompt → structure (no AI) → compare
- Say your structure out loud in 60 seconds
- The learning is in the gap between yours and AI's

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A ANALYSIS

Accurate Math · Clear Steps · Strong Business Insights

Analysis – The Standard to Build

What strong quantitative work looks like — before we talk about using AI

- **Set up before calculating**
  State the formula or approach out loud first
- **Break math into clear steps**
  Show your work, not just the answer
- **Communicate while solving**
  The interviewer should follow along in real time
- **Keep numbers clean**
  Round sensibly and flag assumptions
- **Link math to the business**
  The "so what" is as important as the number

A

Analysis – What Interviewers Care About

AI should act as a coach — not a calculator

1. Approach and process — not just the final answer
2. Staying structured and calm under pressure
3. Interpreting results: what does this number mean?
4. Catching your own mistakes and self-correcting

A

Analysis – Coach Mode, Not Calculator Mode

- Prompt: "Walk me through this step by step, but pause so I can solve each step first"
- Active problem solving → immediate feedback loop
- After solving: "What are the 2-3 key business insights from this result?"
- *Example: Revenue ÷ Customers = $42 ARPU → "Our ARPU is 30% below competitors. Is it pricing or mix?"*

TRAP → FIX

- Pasting the problem into AI and copying the answer
- Getting the math right but stopping at the number, missing the "so what"

- Solve first. Check second. Interpret third.
- Always ask: "What does this number mean for the business?"
- One right number + wrong insight = failed interview

PRACTICE DRILL

- Solve → Interpret → Explain out loud in 20 seconds
- Practice cold (no AI) then verify with AI
- Write one "so what" sentence per calculation

I INTEGRATION

Clear Recommendation · Supported by Data · Risks + Next Steps

Integration – The Standard to Build

What a strong synthesis looks like — before we talk about using AI

- ✓ **Clear recommendation**
  One sentence: what should the client do?
- ✓ **2–3 supporting arguments**
  The key reasons why
- ✓ **Backed by data**
  Tie your conclusion to evidence from the case
- ✓ **Risks acknowledged**
  What could go wrong or change the answer?
- ✓ **Next steps included**
  What would you do first to validate or execute?

Integration – What Strong Answers Sound Like

AI should refine your recommendation — not script it

1. Confident: a clear position, not a hedge
2. Structured: recommendation → support → risks → next steps
3. Impact-focused: quantified where possible
4. Balanced: acknowledges risks without undermining the call

Integration – Own the Recommendation

- Prompt: "Improve this recommendation to be more concise. Include risks and next steps."
- Prompt: "What is missing from this recommendation?"
- *Example push back: "You recommended entering Brazil but didn't address FX risk or regulatory approval timelines"*

TRAP → FIX

- AI creates a "perfect" polished answer the student can't reproduce under pressure
- Reading AI output back in the interview instead of owning the idea

- Always re-deliver the recommendation in your own words after AI polishing
- If you can't say it naturally in 45 seconds, you don't own it yet
- Compress AI's version, don't expand your own

PRACTICE DRILL

- Deliver recommendation out loud → refine with AI
- Deliver again cleanly — that second delivery is the skill builder
- Test: can you defend each point if interrupted?

The Biggest Mistakes Candidates Make

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01

Using AI before thinking

No mental reps = no real skill development

02

Copying instead of practicing

You can recognize good answers without being able to produce them

03

Skipping verbal delivery and face to face practice

Typing an answer ≠ saying an answer under pressure

04

Focusing on answers, not process

Interviewers evaluate how you think, not just what you conclude

The Simple Rule

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01

THINK

Attempt it yourself first

02

PRACTICE

Say it out loud

03

REFINE

Use AI for feedback

04

REPEAT

3x minimum per prompt

NOT THIS:

PROMPT → **COPY** → **MOVE ON**

This approach gives you zero reps. Zero pressure simulation. Zero ownership of ideas.

The Bottom Line

AI doesn't make you better automatically.

- Practice more efficiently with targeted, instant feedback
- Build real reps -- not borrowed answers -- across all 4 skills
- Use AI as your coach, not your ghostwriter
- The candidate who owns their thinking under pressure wins the offer

Think → Practice → Refine → Repeat