



CASE INTERVIEW TIPS

Case interviews involve business specific challenges or problems. They are designed to test your strategic business thinking skills/intuition along with your problem solving skills. Interviewers will assess your Analytical Ability, Strategic Thinking, Creativity and Common Sense. You will be observed during the case portion and given a limited amount of time in which to solve the problem. In case interviews there is normally more than one right answer. Interviews can be candidate or interviewer driven.

I. Listen Carefully

- a. Pay attention
- b. Establish an understanding of the case
- c. Engage the interviewer - Be yourself, Build rapport with your interviewer
- d. Take notes
- e. Recognize the case type (Entering a new market, developing a new product, growth strategies, pricing strategies, starting a new business, increasing profitability, acquisitions, company turn-a-round and competitor response)

II. Ask Clarifying Questions

- a. Always say "yes", if asked if you have a question
- b. Always ask questions - make them clear and specific
- c. Ask smart questions
- d. Ask a "Step Back" question - Clarify the bigger picture
- e. Focus on subtle cues
- f. Avoid long silent pauses - use "time outs" effectively

III. Establish the Framework for the Case

- a. Structure is key to doing well
- b. Outline your approach - Make sure you know about the MECE structure
- c. Think out loud
- d. Pay attention to and follow feedback received

IV. Evaluate Case Using Framework

- a. Do not be a "Framework" robot
- b. Analyze critical problems
- c. Breakdown in logical manner - Root Cause, Pieces of Root Cause, Hypothesis
- d. Stay focused
- e. Pay attention to feedback
- f. Utilize quantitative skills - write out formulas
- g. Take all critical aspects into account
- h. Ask a "Step Back" question

V. Summarize and Make Recommendations

- a. State your facts/findings/assumptions - Walk interviewer through your way of thinking
- b. Make recommendations for your solution(s) - Relevant to the industry
- c. Consider there may be more than one right answer
- d. Outline next steps and expected outcomes
- e. Be able to synthesize and summarize

Practice is the key to success. Make sure that you keep up with Industry trends. Read business case dilemmas. Become familiar with many different case types and frameworks. Participate in mock case interviews. Consider getting a professional coach. Relax and have fun. Do not be intimidated. Practice consulting math. Learn about case interview tips and tricks.