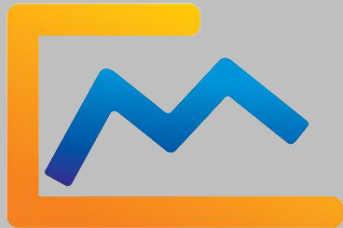


CASE 101

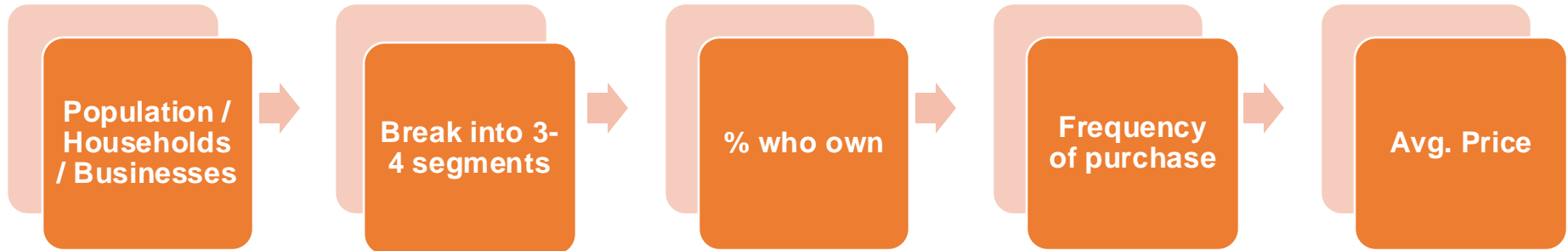
2024

Presented by
Jenny Rae Le Roux



MANAGEMENT CONSULTED

CORE STEPS TO SOLVE ANY SIZING QUESTION



+ add % of other categories you didn't consider

3 EVALUATION CATEGORIES – 10 MINS TOTAL

Structure
4 points

**Problem
solving**
4 points

Communication
4 points



NEED TO KNOW INFO

U.S. Population

Population of city living in

Population of city interviewing for

Population of 2 countries/continent



CASE INTERVIEW ANATOMY

- The Background

Opening

- The Recap

- Case and Objective Clarification

- The Grand Pause

Structure

- The Game Plan

- Quantitative Questions

Math

- Creative Questions

Brainstorming

- Case Summary and Next Steps

Closing



SCORING (BY QUESTION)

Scoring key 1 (Opening question)

- 1 Candidate does not recap the background or recaps the background with too much detail; lacks confidence
- 2 Candidate hits most of the key elements but provides them in an unstructured way; begins to ask detailed questions not relevant at this point in case
- 3 Candidate gives answer that hits key elements of background at a high level but does not demonstrate complete understanding of what company does
- 4 Candidate provides clear, concise, structured response and, if appropriate, asks 1-3 clarifying questions



SCORING (DETAIL)

Interviewer Summary

- ___ 1 Opening Question (1-4)
- ___ 2 Initial Structure (1-4)
- ___ 3 Quantitative (1-4)
- ___ 4 Creative (1-4)
- ___ 5 Summary (1-4)
- ___ 6 Overall Structure (1-4): Candidate consistently presents ideas in logical lists and bullets, even during creative responses; manages the flow of the case with ease and does not get confused.
- ___ 7 Overall Problem Solving (1-4): Candidate maintains focus/awareness on hypothesis and drives to solutions; excellent at math (mental/calculations), quick to realize and correct mistakes, adept at tying data to overall conclusions.
- ___ 8 Overall Communication (1-4): Candidate provides concise, well-spoken responses to each question; demonstrates confidence and works through difficulty (but maintains positive attitude). You would enjoy working with and managing this candidate and would trust them to be clear and complete.

_____ **OVERALL TOTAL**

_____ **OVERALL AVERAGE**



SCORING (ABBREVIATED)

- ___ 1 Overall Structure (1-4): Candidate consistently presents ideas in logical lists and bullets, even during creative responses; manages the flow of the case with ease and does not get confused.
- ___ 2 Overall Problem Solving (1-4): Candidate maintains focus/awareness on hypothesis and drives to solutions; excellent at math (mental/calculations), quick to realize and correct mistakes, adept at tying data to overall conclusions.
- ___ 3 Overall Communication (1-4): Candidate provides concise, well-spoken responses to each question; demonstrates confidence and works through difficulty (but maintains positive attitude). You would enjoy working with and managing this candidate and would trust them to be clear and complete.

_____ **OVERALL TOTAL**

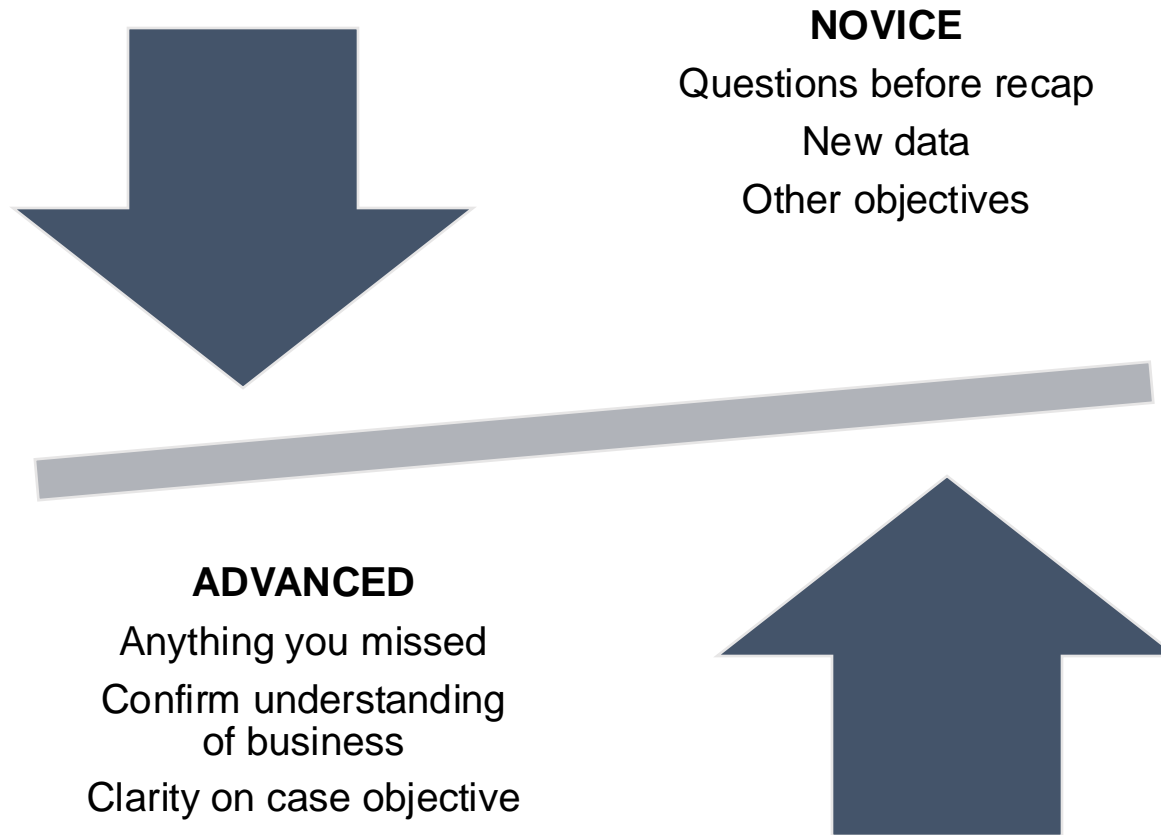


CASE BEST PRACTICES

Level up



CLARIFICATION FOR BETTER STRUCTURES



Wording: "My hypothesis is that this company is a wholesaler, but do they own retail stores as well?"

CASE INTERVIEW STRUCTURE

2

Category A

- Question 1
- Question 2
- Question 3

1

Category B

- ★ • Question 1
- Question 2
- Question 3

4

Category C

- Question 1
- Question 2
- Question 3

3

Category D

- Question 1
- Question 2
- Question 3



CASE MATH: 4-STEP PROCESS

Recap – What solving for first, then data

Structure – Pre-explain your algebra and what you're looking for, ask for missing data

Solve – Talk the interviewer through each calc

Insight – 3 Levels



3 INSIGHT LEVELS

Drive to recommendations

Level 1 – What the numbers say

- (X is smaller than anticipated, Y is the largest driver)

Level 2 – What the client should do

- (enter the market, cancel plans, plan for launch)

Level 3 – What we should do next

- (reconsider something specific, research more data on X, move on to Y)



CREATIVE CASE STRUCTURE

1

Bucket A

- Idea 1
- Idea 2

3

Bucket B

- Idea 1
- Idea 2

2

Bucket C

- Idea 1
- Idea 2



CASE CLOSINGS: 3-STEP PROCESS

Recap – Review business problem and steps taken

Recommendation – Based on what you know now, what should they do?

Next Steps – what are three deeper or wider areas to explore?



THE ULTIMATE CASE PRACTICE PLAN

You're welcome



CHECKPOINTS BETWEEN NOW & INTERVIEWS

Step 1 - foundations

- Complete 10 Market Sizing cases
- Listen/watch and co-work through 5 full live cases
- Complete 1 diagnostic case with a coach or casing partner

Step 2 - intensify

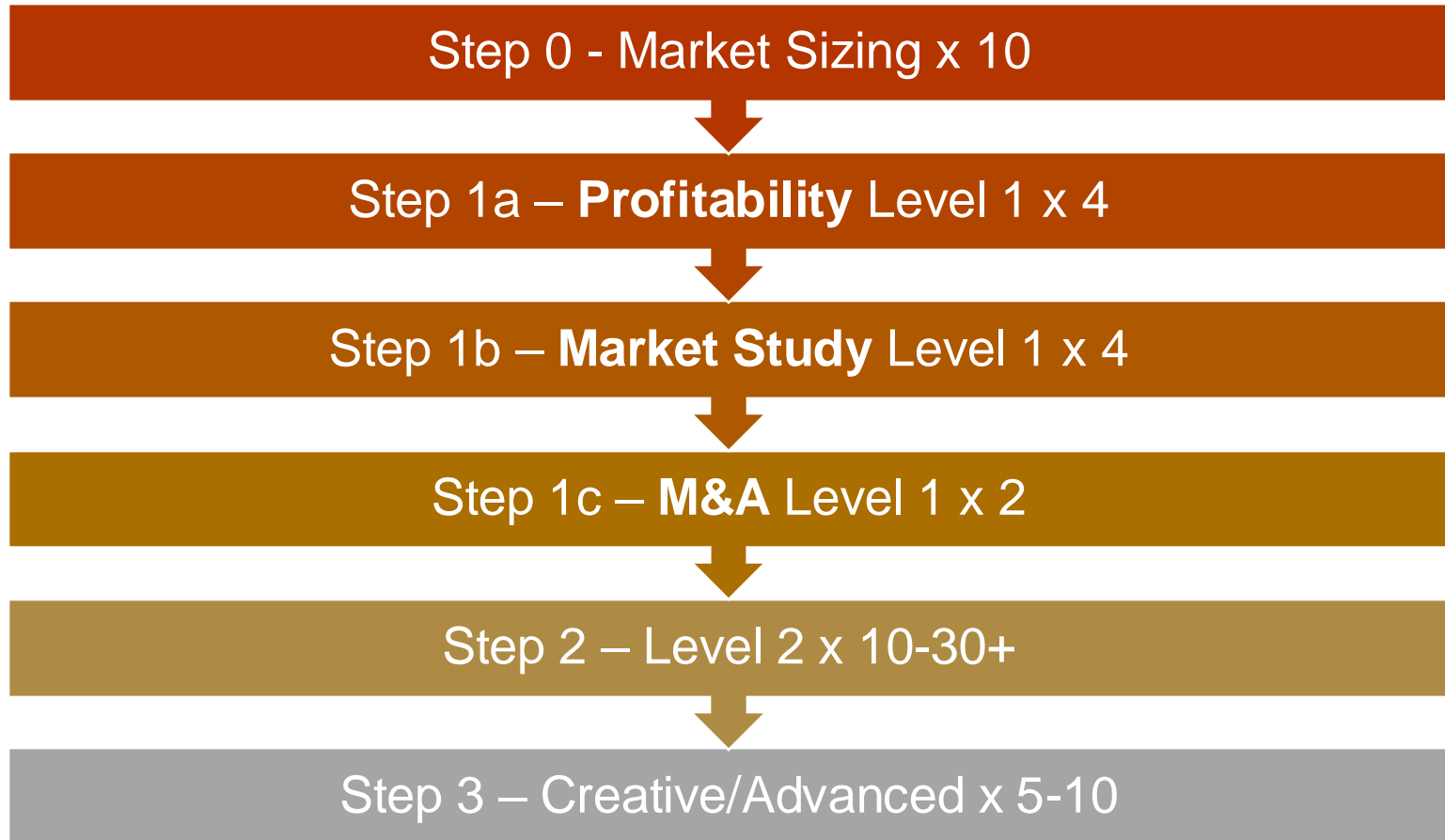
- Master core frameworks; begin to blend frameworks to showcase business acumen
- Do 10 total out-loud cases with a coach or partner
- Fit – practice telling your story!

Step 3 - adaptability

- Get fast and accurate mental math
- Get comfortable with charts approach
- Sharpen your creative brainstorming
- Get exposed to different case types and firm styles



CASE TYPE PLANNING



MC PLAN FOR BLACK BELT COACHING – REACH OUT

Example outline for 8 hours

Diagnostic
session (1
hour)

- Start with a **diagnostic case** to learn best practices
 - Enables coach to learn strengths and 2-3 weaknesses to devise a **specific plan** to student
-

Targeted
sessions
(2-4 hours)

- **Structure coaching** – Multiple case starts in one session to practice tailoring frameworks and implementing a hypothesis driven approach (individual “homework”)
 - **Math coaching** – Practice how to set up a variety of math problems in an efficient, structured manner (individual “homework”)
 - **Fit coaching** – Practice telling your story!
 - **Combined coaching** – Creative brainstorming, charts, etc.
-

Refine
(3+ hours)

- Practice multiple cases to refine problem solving and communication
- Target a variety of case types to give exposure to different content or target specific cases that strengthen weaknesses

