

Advanced Case Workshop

2025



MANAGEMENT
CONSULTED

MARKET SIZING MATTERS – IT LAYS A STRONG FOUNDATION

**It's Step 1 of our
Case Prep Plan**

- **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

**We use it to test
candidates' readiness**

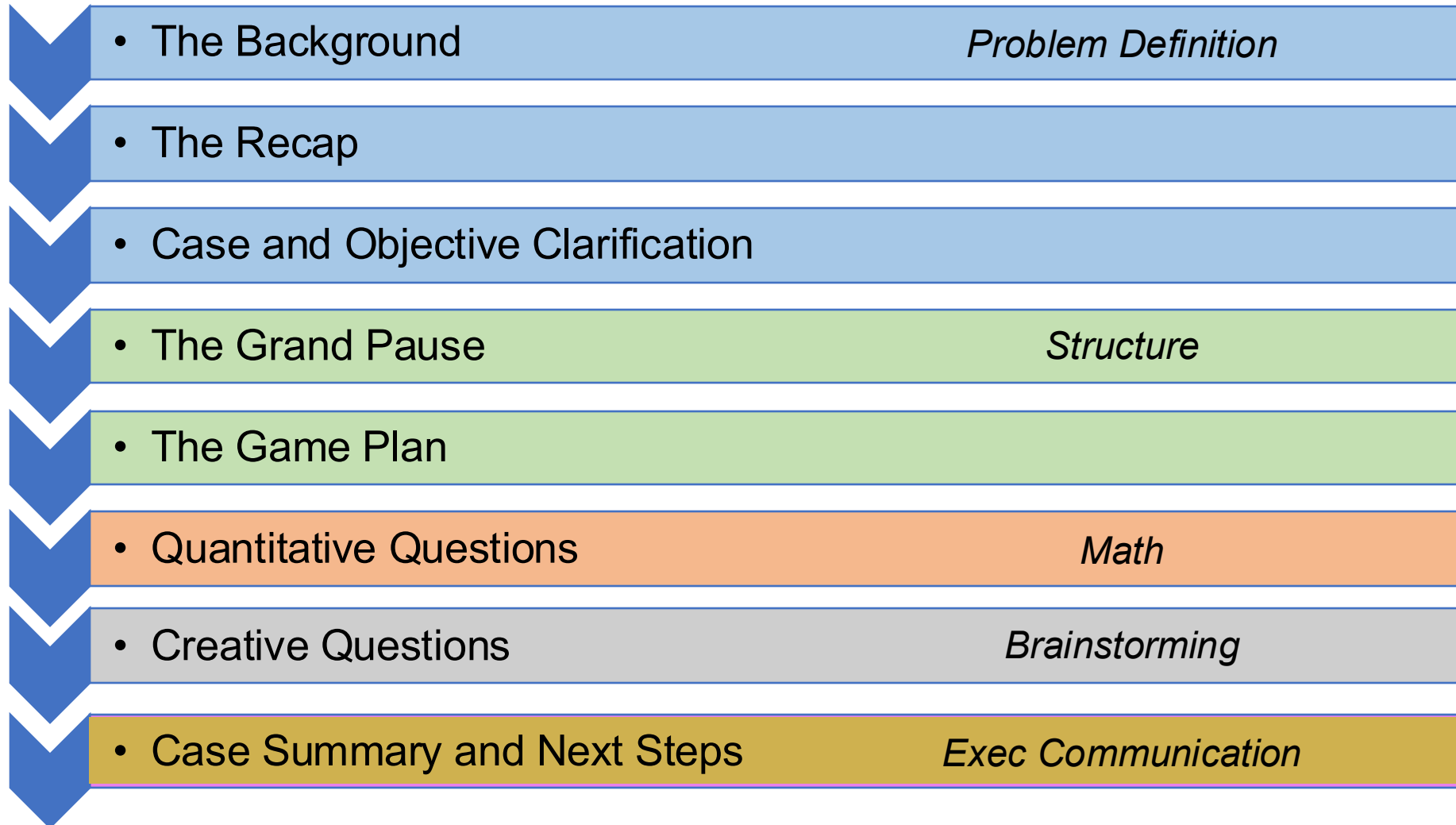
- Trouble with math? We assess market sizing
- Trouble with structure? We practice market sizing
- Trouble with business acumen? We drill market sizing

**It's considered table
stakes in the wild**

- Networking with non-core offices?
- Jiving on fit but need to check the case box?
- All consultants can do this in their sleep, so if you can't – you're not ready



CASE INTERVIEW PIECES TEST DIFFERENT SKILLS



CASE STRUCTURE DRILLS

Strategy simplified.



QUICK STRUCTURE QUIZ

What are characteristics of a good case structure?

- Duration to create
- Duration to present
- Number of categories
- Number of data points per category



ANSWER

What are characteristics of a good case structure?

- 2 minutes to create
- 2 minutes to present
- 4 categories (this lines up with staffing)
- 3 data points per category



CASE INTERVIEW ANATOMY



- The Background

- The Recap

- Case and Objective Clarification

- The Grand Pause

- The Game Plan

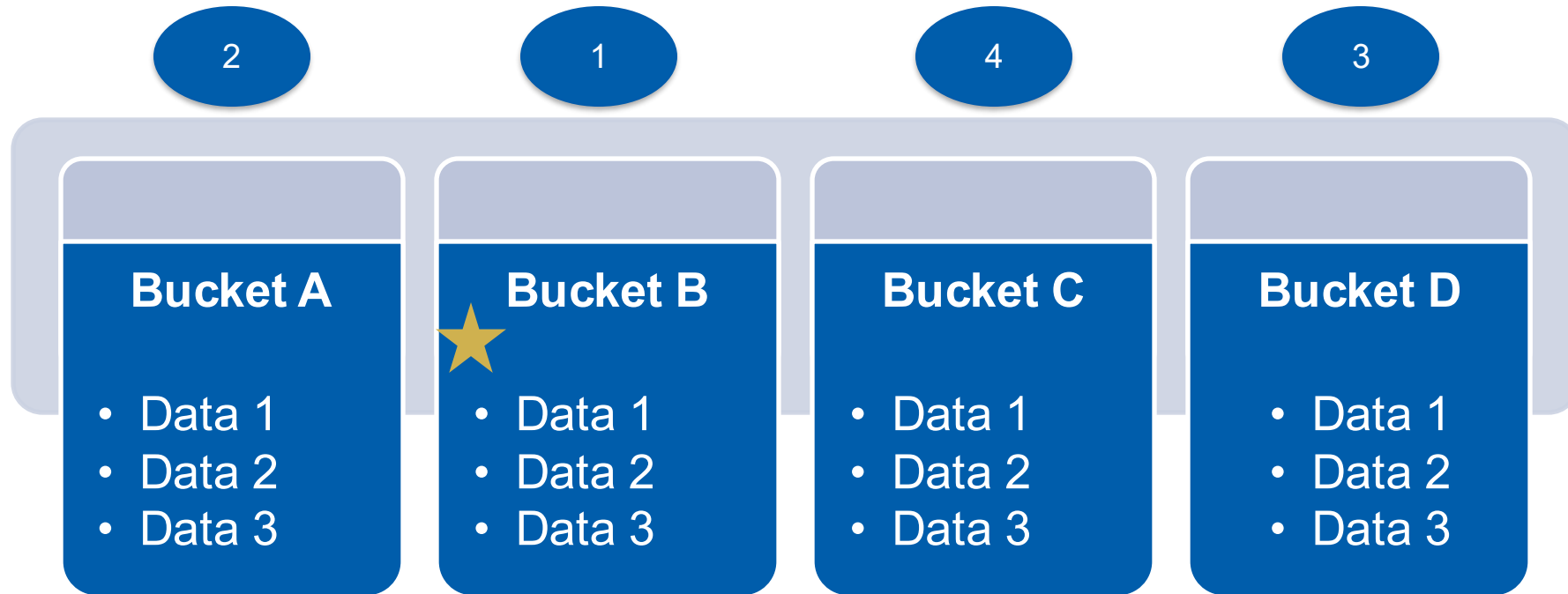
- Creative Questions

- Quantitative Questions

- Case Summary and Next Steps



CASE INTERVIEW STRUCTURE



EVERY STRUCTURE ENDS WITH A HYPOTHESIS

Open hypothesis

- All cases have an open hypothesis, ideally presented at the end
- Use without a closed hypothesis when you diagnose first, and answer “what to do” second
- “I’d like to start with...”

Closed hypothesis

- Use for yes and no answers
- Enter/don’t enter or buy/don’t buy or shut down/don’t shut down, etc.
- “Based on the data I will collect, I expect to find that...”



PERSONAL STRUCTURE DRILLS ARE A HUGE UNLOCK

First, structure under time pressure

- Build 4x3 structure in under 2 minutes
- Optimal to use Management Consulted video drills (out loud and timed)

Second, structure optimal content

- Without a time limit, start from scratch and create a complete optimal 4x3 structure

Finally, structure under time pressure again

- Build 4x3 structure again in under 2 minutes. It should be longer, more detailed, and more complete than the first pass



GROUP DRILLS ARE A SIMPLIFIED VERSION OF THIS PROCESS

First, teach basic structures

- Walk through 3 basic business structures and how to apply them

Second, practice structure

- Use that structure and apply it to a business problem – removes surprise and creativity and focuses on deep understanding

Finally, present a structure to get feedback

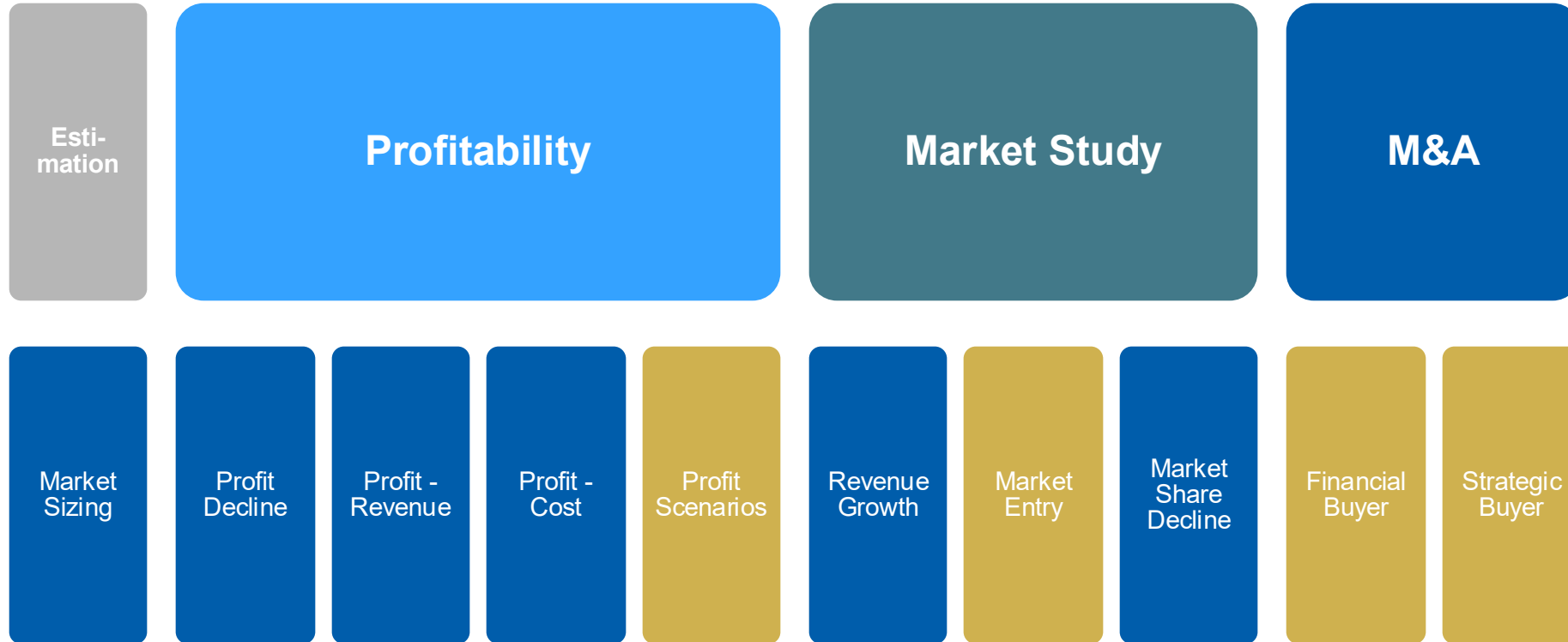
- I'd love to have a volunteer for each structure (4) to walk me through how you prioritized the structure I gave you



CASE FRAMEWORKS



CASE PROBLEM MATRIX



- Open hypothesis
- Closed hypothesis




PROFITABILITY

Profit decline

Revenue decline

Cost increase

Profit scenarios

 Open hypothesis

 Defined hypothesis



PROFIT EQUATION

Revenue

- COGS (product supplies, variable distribution, linear labor)

Gross Profit (Gross income)

- Operating Costs (marketing, SG&A, utilities)

EBITDA

- DA (depreciation and amortization)

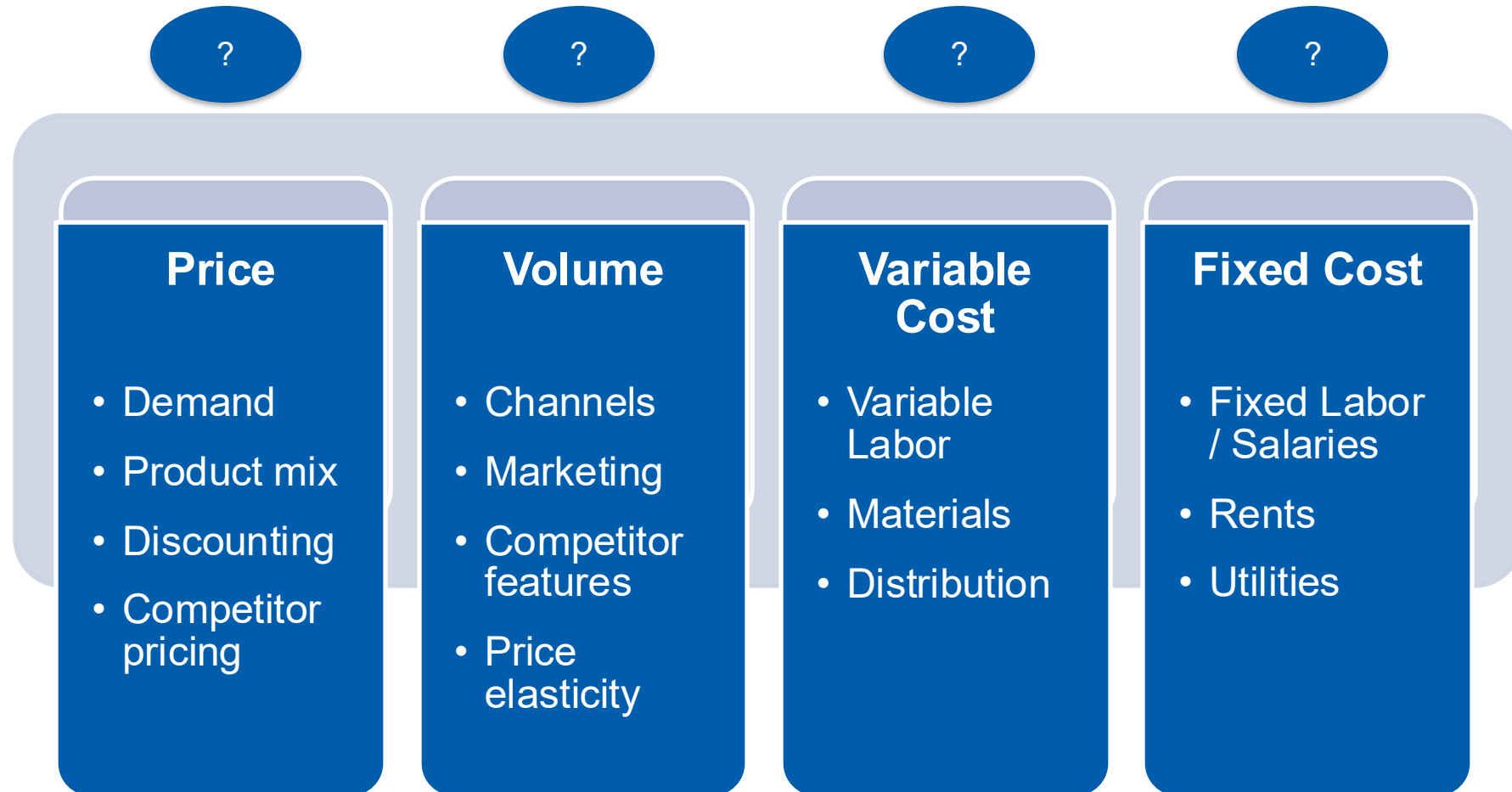
EBIT (Operating Profit / Operating Income)

- IT (interest and taxes)

Net Profit



PROFITABILITY STRUCTURE





MARKET STUDY

Market share decline

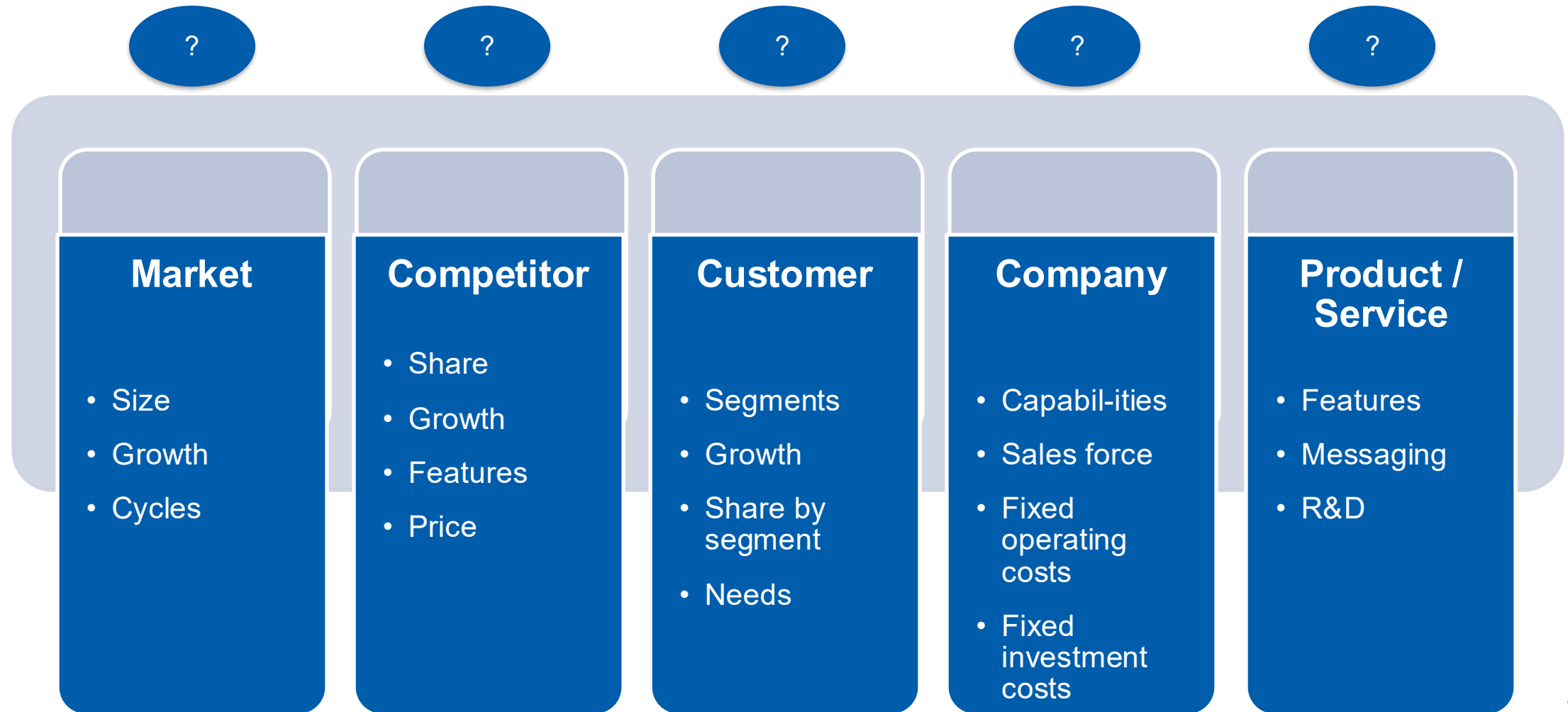
Growth Strategy / Revenue Growth

Market entry

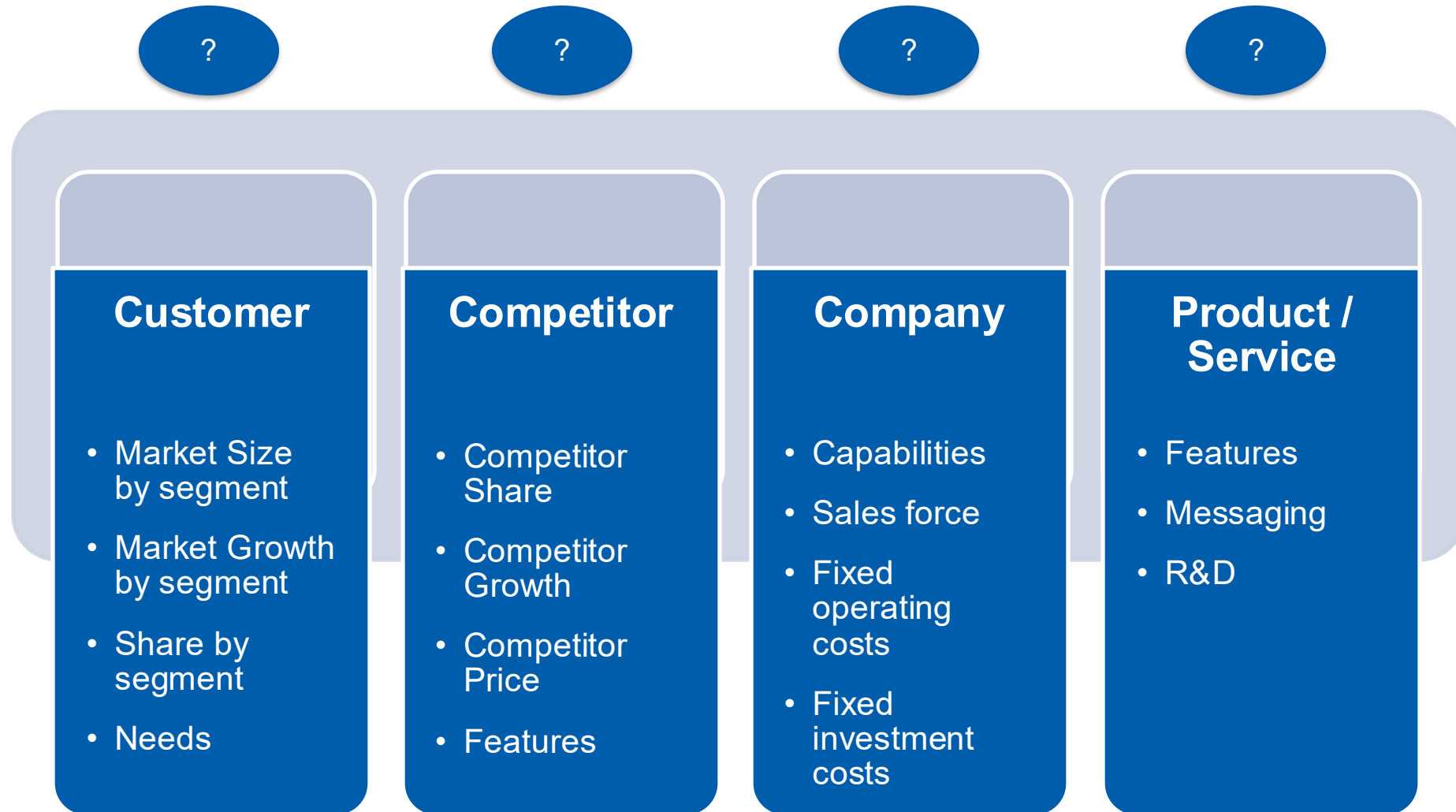
-  Open hypothesis
-  Closed hypothesis



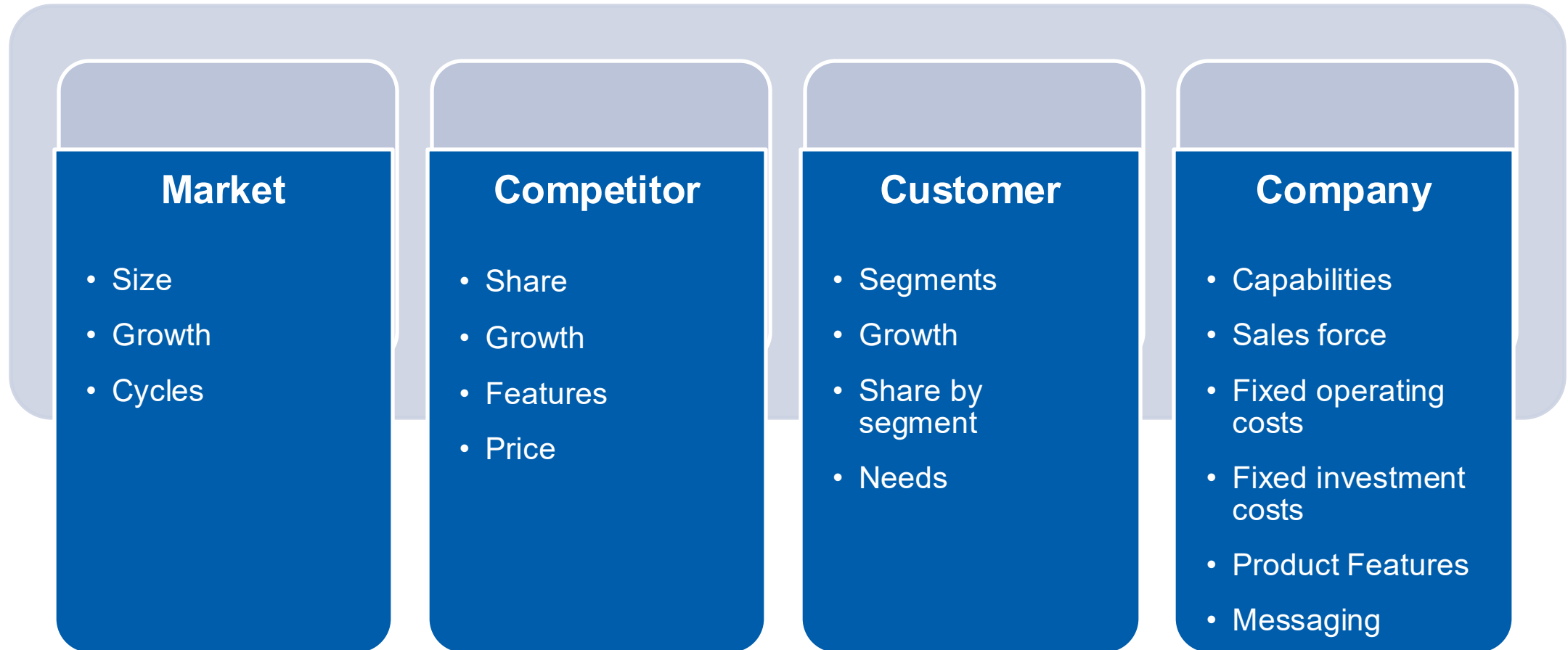
MARKET STUDY STRUCTURE



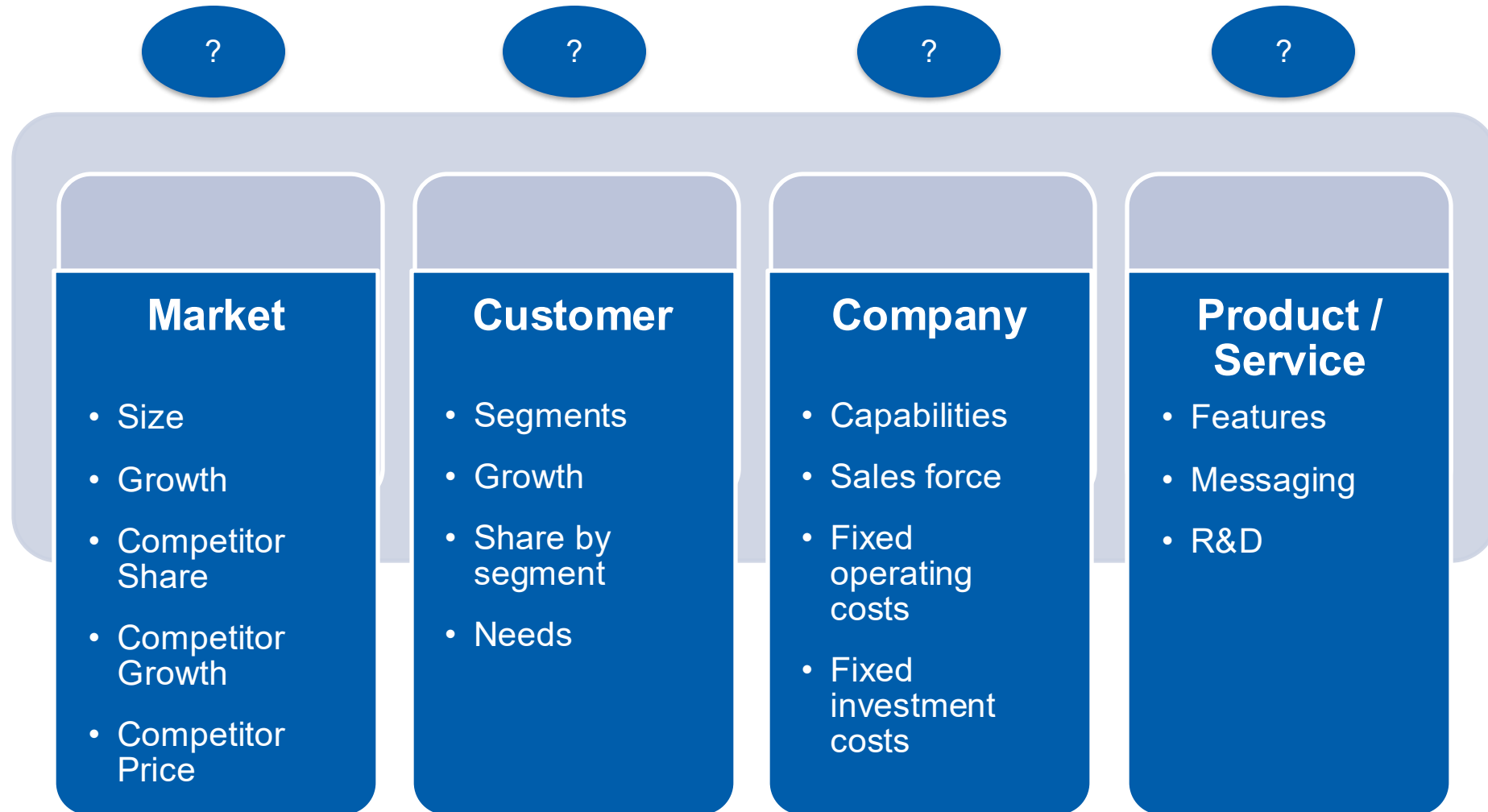
MARKET STUDY STRUCTURE: 4 BUCKETS #1



MARKET STUDY STRUCTURE: 4 BUCKETS #2





MARKET STUDY STRUCTURE: 4 BUCKETS #3



MERGERS & ACQUISITIONS

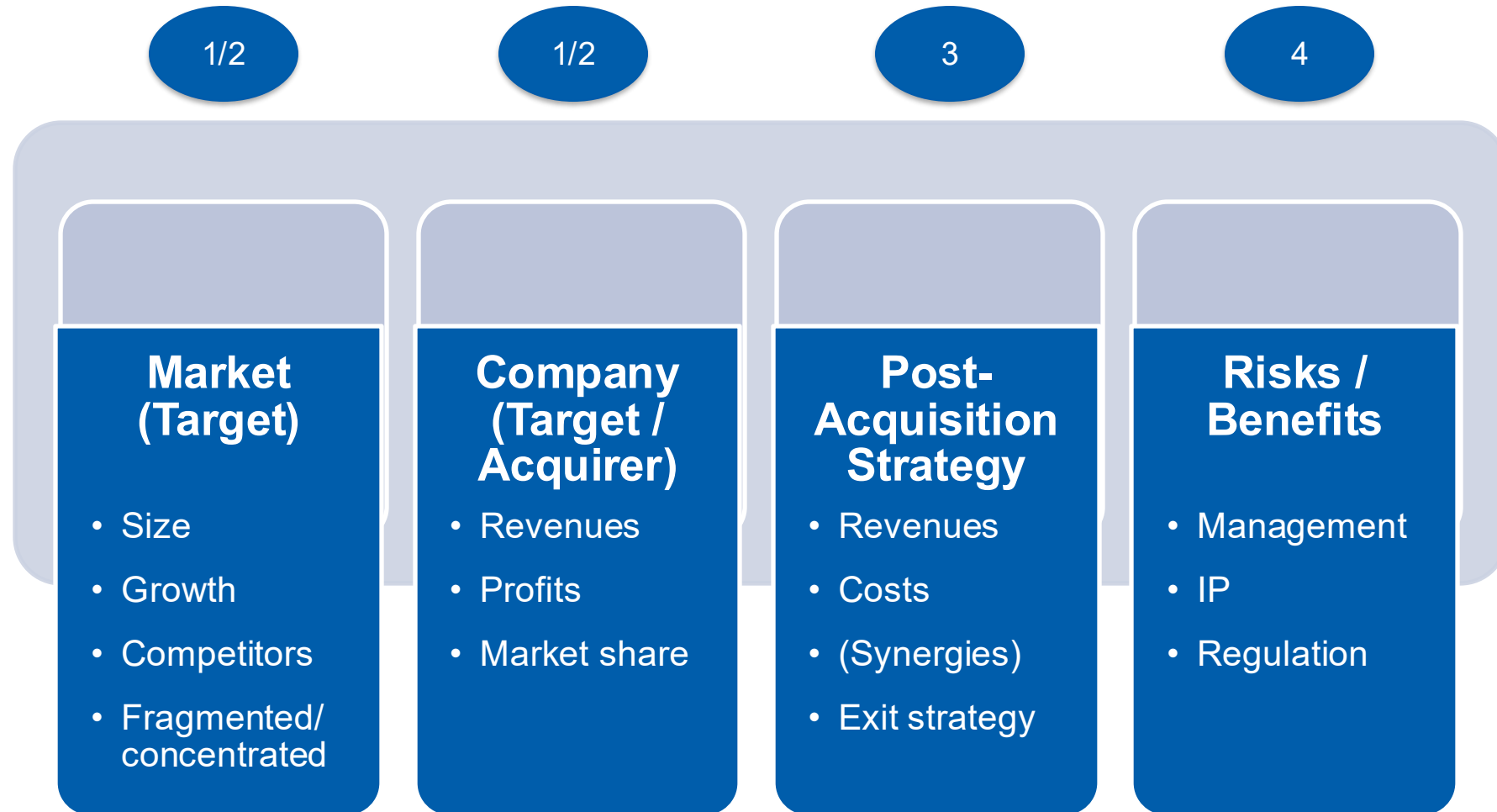
Financial buyer

Strategic buyer

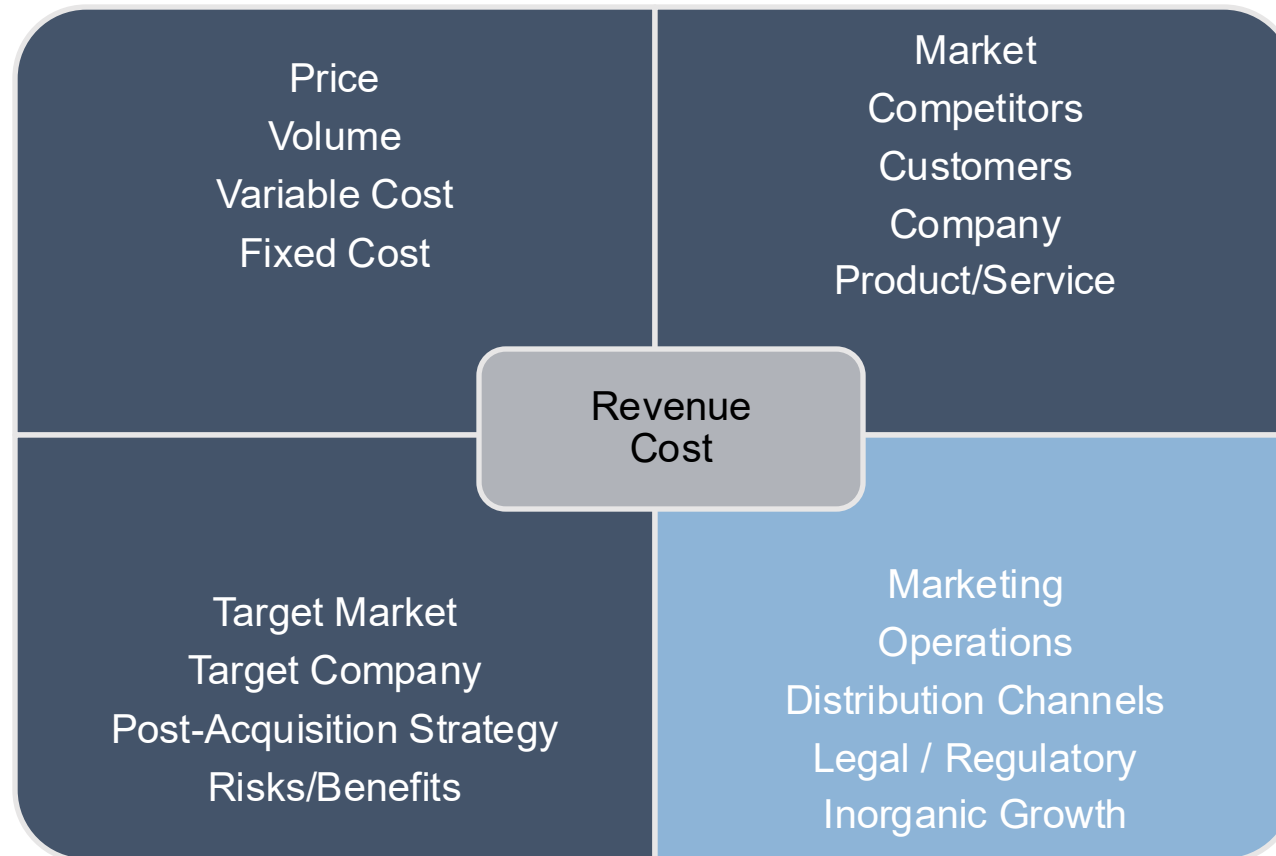
-  Open hypothesis
-  Closed hypothesis



M&A STRUCTURE



ENHANCING YOUR CASE INTERVIEW BUCKET LIST



4 ADVANCED STRUCTURE CHARACTERISTICS

Prioritization (vertical structure)	Metrics-based (data level)	Mix & Match (many frameworks)	Practical (creative)
<ul style="list-style-type: none">• Reorder buckets into order of importance• <i>Example:</i> Sourcing (Variable Cost), Customers, Pricing, Operations	<ul style="list-style-type: none">• Longer structure, faster case• <i>Example:</i> Who are our competitors vs. how much market share do competitors have?	<ul style="list-style-type: none">• MECE (always ME, try for CE)• <i>Example:</i> Competitors, Pricing, Marketing, Risks	<ul style="list-style-type: none">• Modern and case-specific• <i>Example:</i> Social Media Influencers, Conversions, Product, Messaging



PERSONAL STRUCTURE DRILLS ARE A HUGE UNLOCK

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Complete 10 drills across the 10 business problem types as a starter – keep going if you need more!



CASE MATH DRILLS

Numbers, numbers everywhere!



CASE MATH IS THE CORE OF THE PROBLEM SOLVING PROCESS

- The Background
- The Recap
- Case and Objective Clarification
- The Grand Pause
- The Game Plan
- Creative Questions
- Quantitative Questions
- Case Summary and Next Steps



CASE MATH: 4-STEP PROCESS

Recap – What solving for first, then data

Structure – Pre-explain your algebra approach to solve the problem; ask for missing data

~ 2 mins

Solve – Talk the interviewer through each calc. Sense check your #s along the way

~ 2 mins

Insight – 3 Levels

~ 1 mins



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

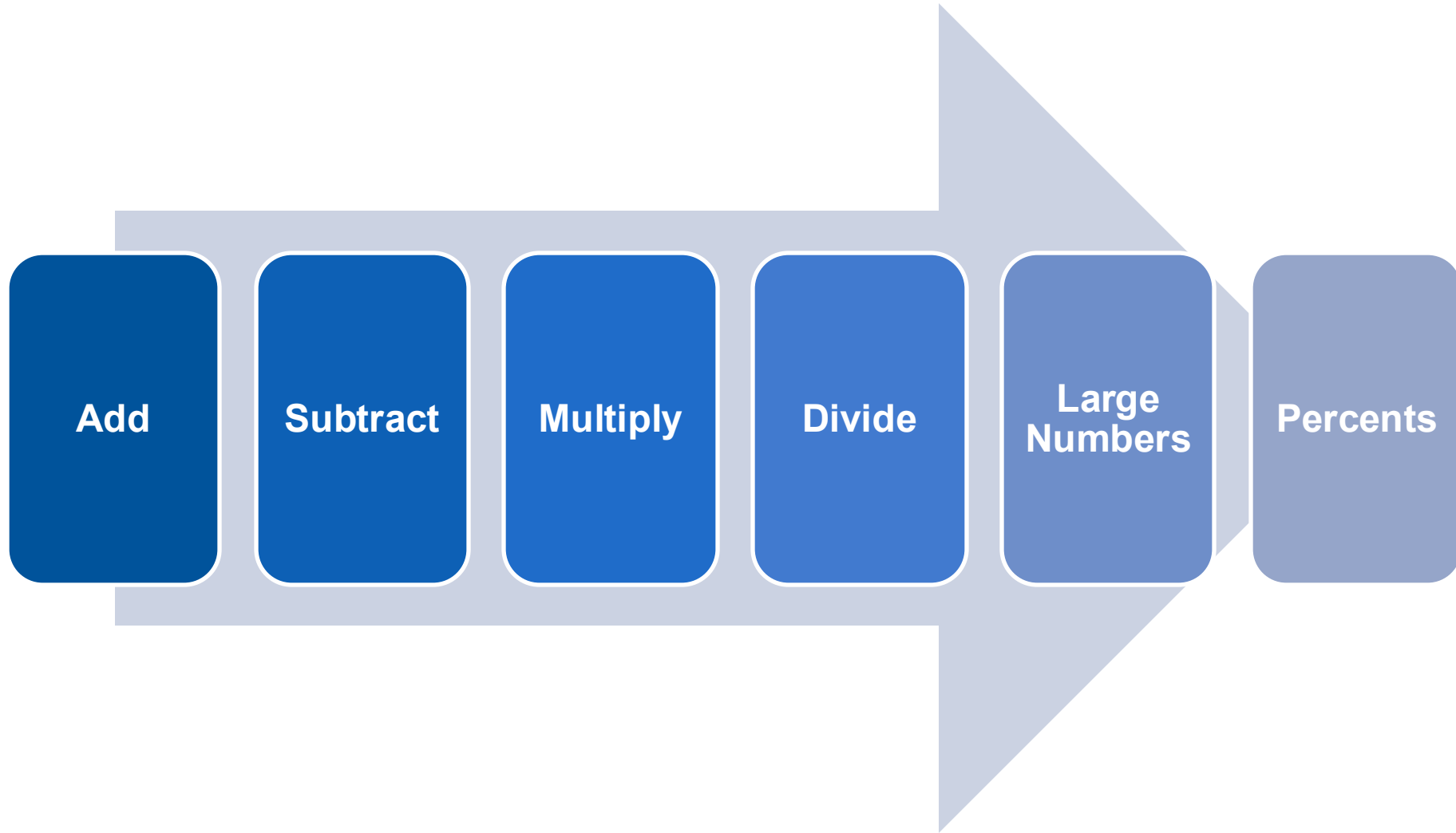
- (enter the market, cancel plans, plan for launch)

Level 3 – What we should do next

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



6 CORE MENTAL MATH FUNCTIONS

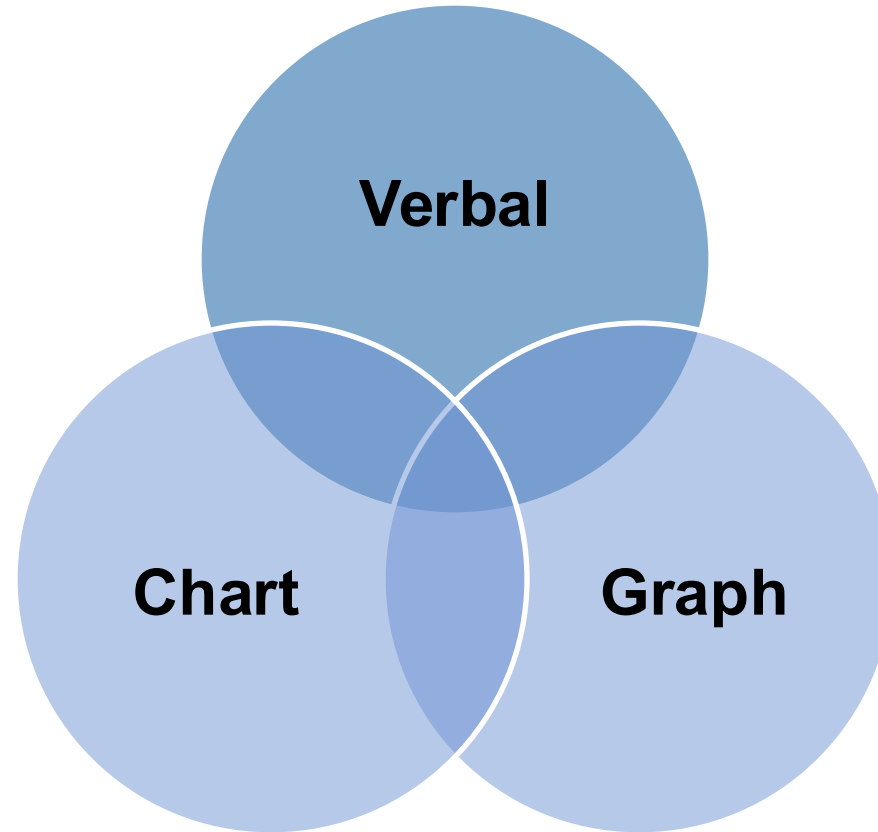


BASELINE NUMBERS

1/2	1/3	1/4	1/5	1/6	1/7	1/8	1/9
50%	33%	25%	20%	16.7%	14%	12.5%	11%
1/10	1/11	1/12	1/15	1/20	1/25	1/30	1/50
10%	9%	8.5%	6.7%	5%	4%	3.3%	2%



TYPES OF MATH



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

Step 0 – Market Sizing x 10



Step 1 – Profitability Level 1 x 4



Step 2 – Market Study Level 1 x 4



Step 3 – M&A Level 1 x 2



Step 4 – Level 2 x 10-30+



Step 5 – Creative/Advanced x 5-10



DETAILED PREP PLANS ARE ON THE PLATFORM

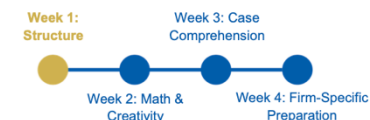
1-week casing plan



Day 1 <ul style="list-style-type: none"> • <u>Market Sizing Mock Case</u> • <u>Market Sizing Framework Modules (2)</u> • <u>Case Walkthrough Video 1</u> • <u>Case Math Video Prompt 1</u> • <u>Case Structure Video Prompt 1</u> 	Day 2 <ul style="list-style-type: none"> • <u>Growth Mock Case</u> • <u>Mental Math Drills (2)</u> • <u>Brainstorming Drills (3)</u> • <u>Case Math Video Prompt 2</u> • <u>Case Structure Video Prompt 2</u>
Day 3 <ul style="list-style-type: none"> • <u>Profitability Mock Case</u> • <u>Profitability Framework Modules (2)</u> • <u>Case Walkthrough Video 2</u> • <u>Case Math Video Prompt 3</u> • <u>Case Structure Video Prompt 3</u> 	Day 4 <ul style="list-style-type: none"> • <u>Market Entry Mock Case</u> • <u>Market Study Framework Module (2)</u> • <u>Brainstorming Drills (3)</u> • <u>Case Math Video Prompt 4</u> • <u>Case Structure Video Prompt 4</u>
Day 5 <ul style="list-style-type: none"> • <u>M&A Mock Case</u> • <u>M&A Framework Module (2)</u> • <u>Mental Math Drills (2)</u> • <u>Case Math Video Prompt 5</u> • <u>Case Structure Video Prompt 5</u> 	Day 6 <ul style="list-style-type: none"> • <u>Market Share Mock Case</u> • <u>Case Walkthrough Video 3</u> • <u>Review Industry Primers</u> • <u>Review firm-specific guidance</u>

MC offers a workplan for 1 week, 4 weeks, and 12 weeks out from interviews.

4-week casing plan



Day 1 <u>Market Sizing Mock Cases 1-4</u> Please reference case tracker template for list of recommended cases	Day 2 <u>Market Sizing Mock Cases 5-7</u>
Day 3 <u>Market Sizing Mock Cases 8-10</u> Checkpoint: Book a <u>Case Diagnostic Session</u> with an MC Coach!	Day 4 <u>Complete 10 Case Structure Drills</u>
Day 5 <u>Complete 4 Framework Modules</u>	Day 6 <u>Mock Cases 11-12</u>

