



Case Interviewing Tips

From *Case in Point* by Marc Cosentino

Convince the interviewer:

1. You know what you're getting yourself into and really want to be a consultant.
2. You've had past successes.
3. You have good analytical skills when answering case questions.
4. You are articulate and positive.
5. You are confident.

Tips for handling cases

1. Listen to the question.
2. Take notes on graph paper. Be prepared to give these notes to the interviewer at the end of the interview.
3. Summarize the question out loud.
4. Verify the objectives.
5. Ask clarifying questions.
 - To get additional information
 - To show that you're not shy about asking questions
 - To turn the question into a conversation

In the beginning of the case ask open-ended questions about the company, industry, competition, etc. Later in the case ask closed-ended questions. At that point the interviewer probably won't answer open-ended questions anymore and you'll leave a bad impression if you ask them.

6. Organize your answer.
7. Talk through your answer out loud, but think before you speak.
8. Manage your time. Be linear. Don't get bogged down in the details. Answer the original question.
9. Work the numbers (even if there aren't numbers in the problem).
10. Be coachable.
11. Be creative and brainstorm.
12. Exude enthusiasm and a positive attitude.
13. Bring closure and summarize.

Practice 30 – 40 live cases before a real case interview. Keep a notebook of the cases you practice.

Tips for back of the envelope or market sizing questions

Determine if the question is population (e.g. gas stations in US; size of bubblegum market), household (e.g. garden hoses sold), or individual (e.g. diapers sold).

Use these numbers as reasonably accurate approximations that will help with calculations:

Population of the world: 7 billion
Population of the United States: 320 million (round to 300 million)
Men and women each represent 50% of the U.S. population
U.S. households: 100 million
Americans per household: 3.2 (round to 3)
Average life-span: 80 years
Length of United States (west to east coast): 3,000 miles
Population of New York City: 8 million
Circumference of the Earth: 25,000 miles

Case Interview Evaluation Form

0 = Unimpressive
1 = Average
2 = Excelled

Analytics

Structured framework _____

Quant acumen _____

Good use of data provided _____

Communication

Eye contact and posture _____

Articulation _____

Listening _____

Asking probing questions _____

Note layout _____

Personal

Enthusiasm _____

Self confidence _____

Teamwork and engagement _____

Logic, original thought and intellectual curiosity _____

Total
