
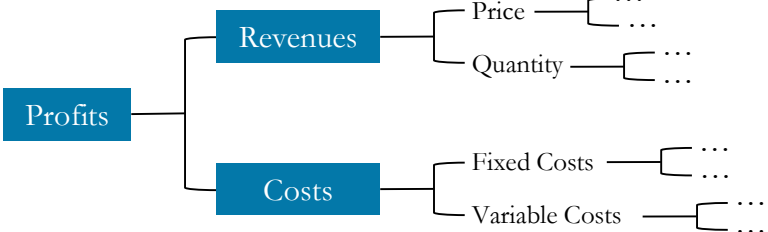




Cracking the Case



The Case Interview

A case is a hypothetical business problem that assesses how you think!

Problem Types	Case Problem Prompt Examples	Common Types of Case Solutions									
 <p>Profitability</p>	<p><i>“How can our client fix its profit decline?”</i></p> <p><i>“How can our client increase revenues?”</i></p> <p><i>“How can our client cut costs?”</i></p>										
 <p>Market Study</p>	<p><i>“How can our client enter a new market?”</i></p> <p><i>“How can our client gain more market share?”</i></p> <p><i>“How can our client beat the competition?”</i></p>	<table border="1"> <thead> <tr> <th data-bbox="1503 778 1783 821">External Drivers</th> <th data-bbox="1821 778 2102 821">Internal Drivers</th> <th data-bbox="2140 778 2395 821">Risks</th> </tr> </thead> <tbody> <tr> <td data-bbox="1503 835 1783 928"> <ul style="list-style-type: none"> • Driver 1 • Driver 2 • Driver 3 </td> <td data-bbox="1821 835 2102 928"> <ul style="list-style-type: none"> • Driver 1 • Driver 2 • Driver 3 </td> <td data-bbox="2140 835 2395 928"> <ul style="list-style-type: none"> • Risk 1 • Risk 2 • Risk 3 </td> </tr> </tbody> </table>	External Drivers	Internal Drivers	Risks	<ul style="list-style-type: none"> • Driver 1 • Driver 2 • Driver 3 	<ul style="list-style-type: none"> • Driver 1 • Driver 2 • Driver 3 	<ul style="list-style-type: none"> • Risk 1 • Risk 2 • Risk 3 			
External Drivers	Internal Drivers	Risks									
<ul style="list-style-type: none"> • Driver 1 • Driver 2 • Driver 3 	<ul style="list-style-type: none"> • Driver 1 • Driver 2 • Driver 3 	<ul style="list-style-type: none"> • Risk 1 • Risk 2 • Risk 3 									
 <p>M&A</p>	<p><i>“Should our client acquire XYZ company?”</i></p> <p><i>“What are the revenue synergies we can identify?”</i></p> <p><i>“What are the cost synergies we can identify?”</i></p>	<table border="1"> <thead> <tr> <th data-bbox="1503 1085 1783 1128">Company</th> <th data-bbox="1821 1085 2102 1128">Products</th> <th data-bbox="2140 1085 2395 1128">Customers</th> </tr> </thead> <tbody> <tr> <td data-bbox="1503 1135 1783 1178">Company A</td> <td data-bbox="1821 1135 2102 1178">Company A</td> <td data-bbox="2140 1135 2395 1178">Company A</td> </tr> <tr> <td data-bbox="1503 1185 1783 1228">Company B</td> <td data-bbox="1821 1185 2102 1228">Company B</td> <td data-bbox="2140 1185 2395 1228">Company B</td> </tr> </tbody> </table>	Company	Products	Customers	Company A	Company A	Company A	Company B	Company B	Company B
Company	Products	Customers									
Company A	Company A	Company A									
Company B	Company B	Company B									



Group Case Interviews

There are a few principals of case interview success



Always be
MECE



Always be
Hypothesis-Driven



Always be
Communicative



Be Competent
at **Math**



Be Adaptive &
Coachable



Be Very
Creative

SBC's Group Case Interview

- Candidates are divided into groups of 5-6
- Case context and problem components given
- Candidates solve the case within specified time
- ▼ ▪ Candidates present recommendations together

“Are they **communicating** effectively?”

“Are they balancing between being a **leader** and a **learner**?”

“Are they **thinking creatively** while **being structured**?”

“Are they **open to feedback**?”

“Would I **love to work** with them in a project setting?”