

Case Studies Used At Interview

Case interviews are used by some employers, particularly in business/management consulting, to test your conceptual and analytical thinking skills, as well as your business understanding and judgement. They present you with a challenging business problem for which there is unlikely to be one single right answer. Employers are looking for you to engage in a two-way discussion and show your creativity.

Advice from employers

McKinsey & Company say 'Case Studies are broad, two-way discussions, rather than one-way tests and there is no perfect answer. You will be assessed more on how you go about dealing with the problem, rather than on the specific answers you come up with. As you work through the business case with your interviewer, you will also become better informed about our firm and the kinds of problems we solve. Most candidates enjoy the cases and the business issues they raise.'

Bain and Company say 'The case interview is an example of a real business problem typical of the kind our case teams work to resolve every day. For this reason, our interviewers prepare their interviews based on real cases and tend not to rely on brainteasers or theoretical problems. Cases involve qualitative and quantitative questions as well as real-world business situations.'

Sources of advice

There is often a lot of help on the websites of companies that use case interviews. Here are a few useful examples:

http://www.mckinsey.com/careers/join_us/interview_prep

McKinsey & Company - has advice on case interviews, online example case studies, and a short video on what to expect at interview

www.joinbain.com/apply-to-bain/interview-preparation/default.asp

Bain and Company's interactive practice case studies and advice

www.wikijob.co.uk/wiki/case-study

In addition to the above advice from consulting firms, Wikijob has useful advice on preparing for Case Studies at interview, plus example questions

Information also at:

www.caseinterview.com - a free-to-register site containing case study training videos and more

<http://bookboon.com/en/business-ebooks/career/demystifying-case-interviews> - a free e-book about case interviews.

