

Opening, analyzing and closing a case:

1. Identify Key Issues:

(Take notes, paraphrase key objective and ask any clarifying questions)

2. Structure Analysis:

(Match frameworks, ideas etc. to build MECE tree!)

→ 3 levels: Match – Match parts – freestyle!

3. Crack Case:

Prioritize branches (where do you want to look first / last?)

Think out loud (why are you doing what you're doing)!

Develop and tests hypothesis and/or ask relevant questions!

4. Present Solution:

Conclude on each area of the tree + mark assumptions

Summarize findings and present conclusions!

Present recommendation