

NextEp MBB

Shaping your Next Episode

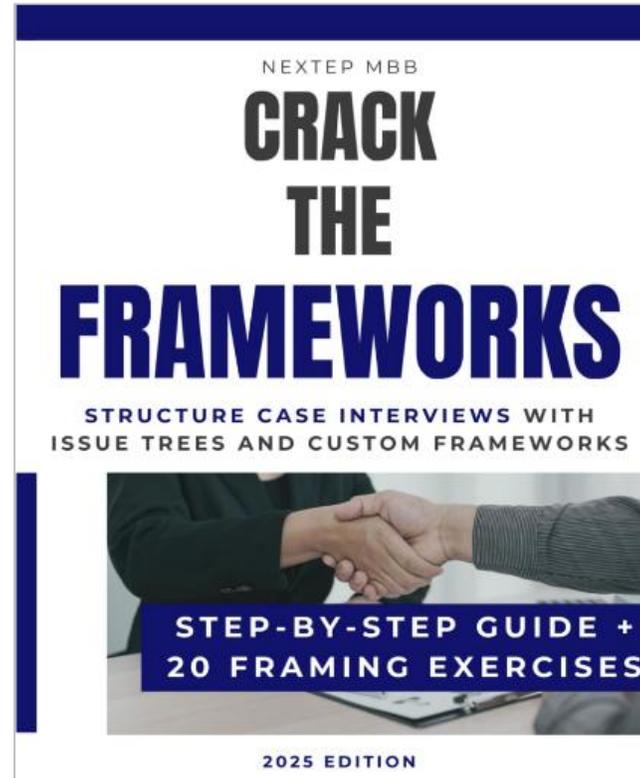
**Introduction to frameworks
and issue trees**

Now, you can become an expert with CRACK THE FRAMEWORKS

HOW TO PREPARE

Crack The Frameworks includes:

- A **step-by-step guide to building issue trees and structuring** your analysis.
- Visual **explanations of consulting frameworks**: Profitability, Market, Pricing, Investment.
- Practical explanations of **when and how to use each** approach.
- **20 exercises to practice** the case opening and sharpen your framing.
- **Sample solutions** to help you reflect and improve your logic



Spanish version



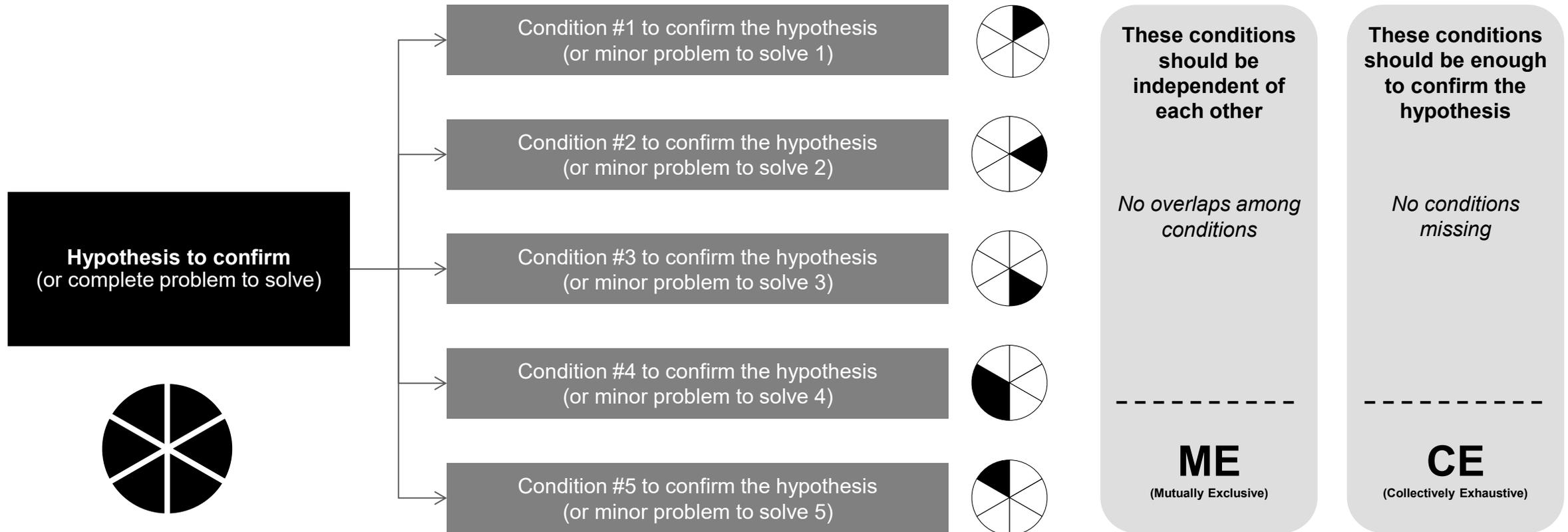
Key steps to learn how to solve cases

LEARN TO CREATE YOUR OWN ISSUE TREES

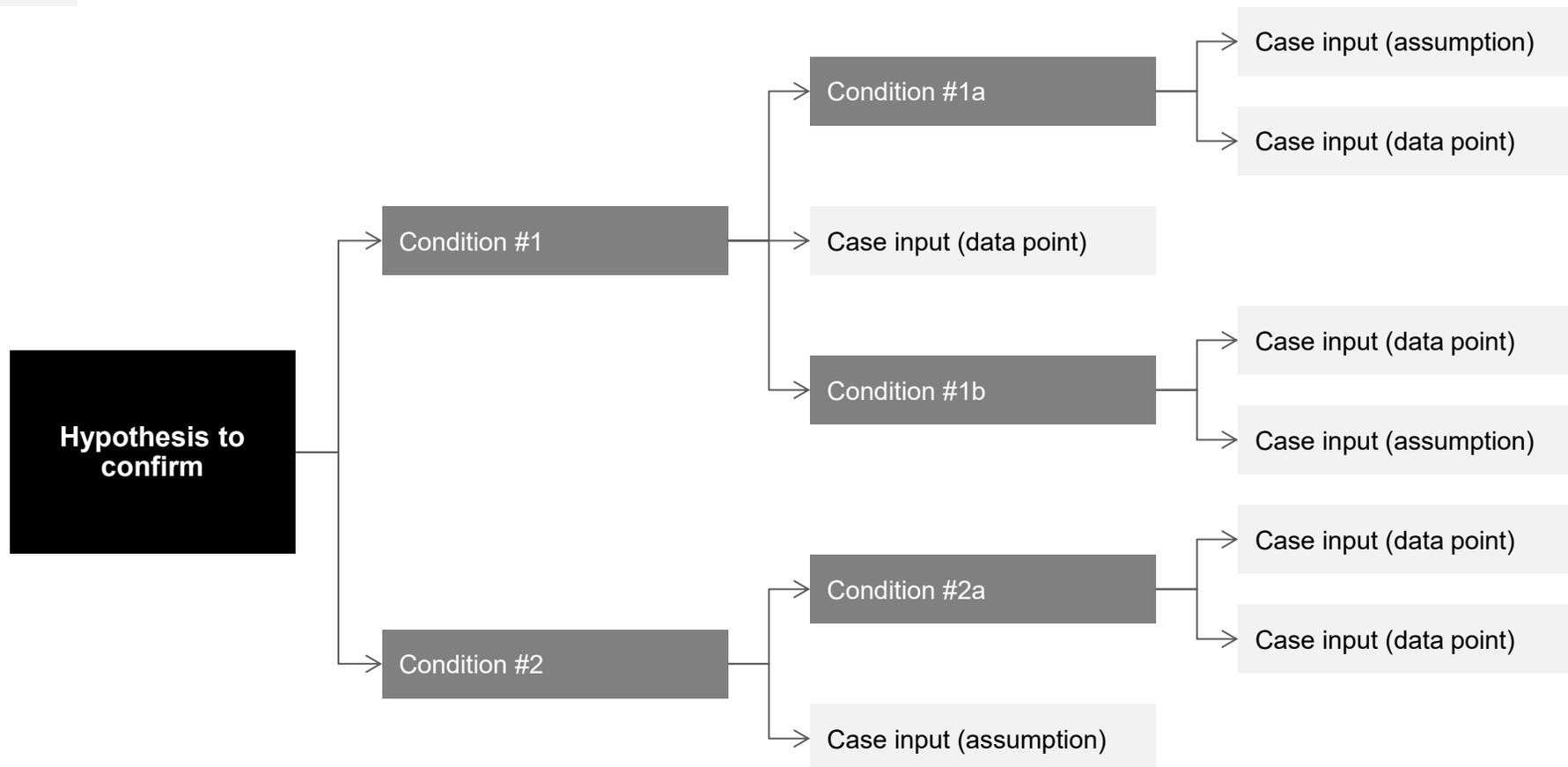
LEARN HOW TO LEVERAGE THE TYPICAL FRAMEWORKS; BUT NEVER LIMIT YOURSELF

GAIN KNOWLEDGE FROM THE MAIN INDUSTRIES TO STRENGTH YOUR FRAMEWORKS

The issue tree is a key tool for solving complex problems



It will be a **key enabler** to help you to solve cases during the case interview



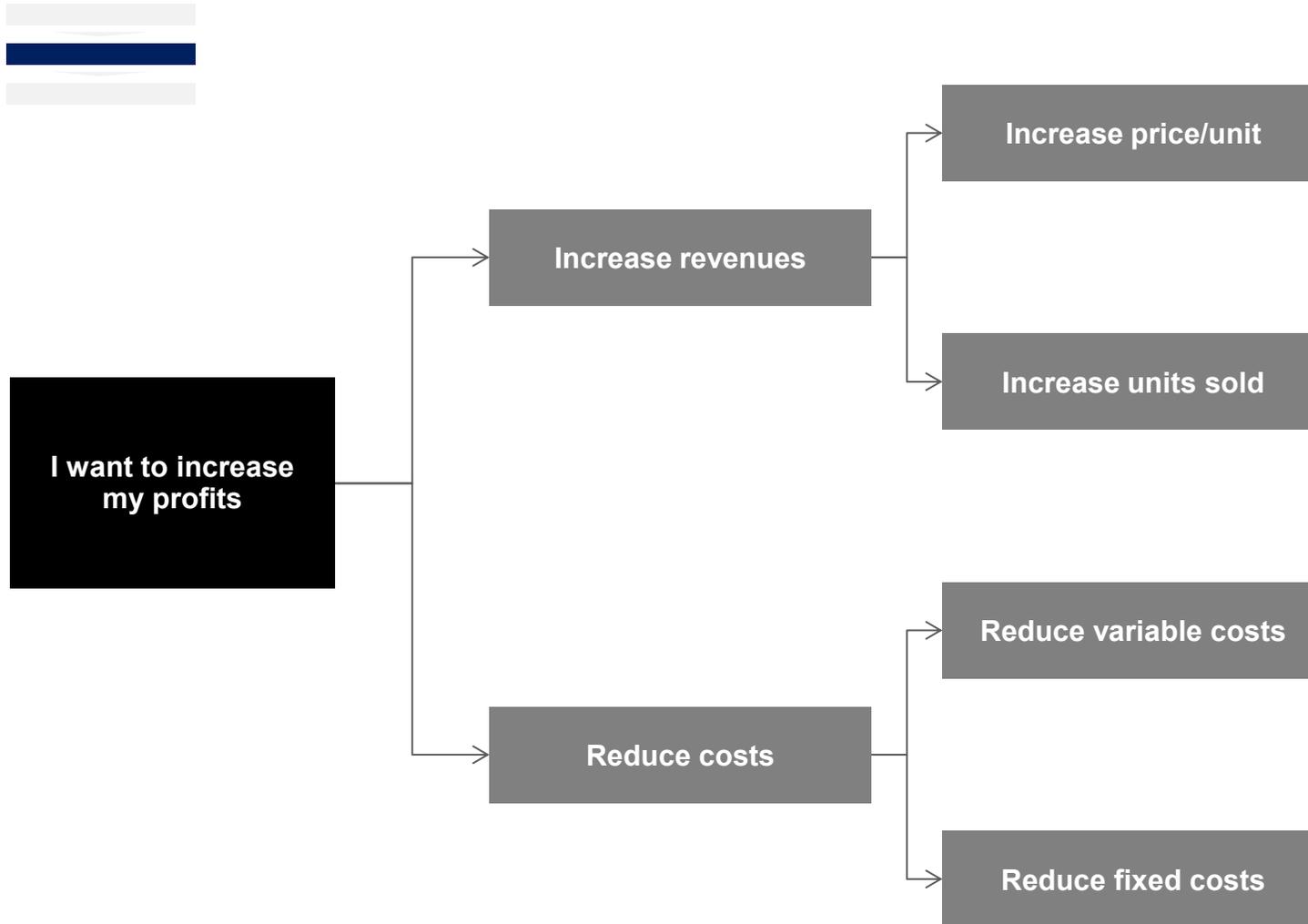
MAIN STEPS

1. Go into each branch

- A. Start with a **hypothesis of the condition**
- B. **Analyze** and gain more **knowledge**
- C. **Confirm** hypothesis or **modify** (and go back to B)

2. Go to the next branch

Key frameworks: (1) Profitability



TO KEEP IN MIND

1. Lines of revenues
2. Products and services
3. Regions & channels
4. Competitors, prices and volumes
5. Customers and willing to pay
6. Price sensibilities
7. Marketing strategies
8. Capacities to increase units sold
9. ...

Segment the data

Where this average come from?

Identify the trend

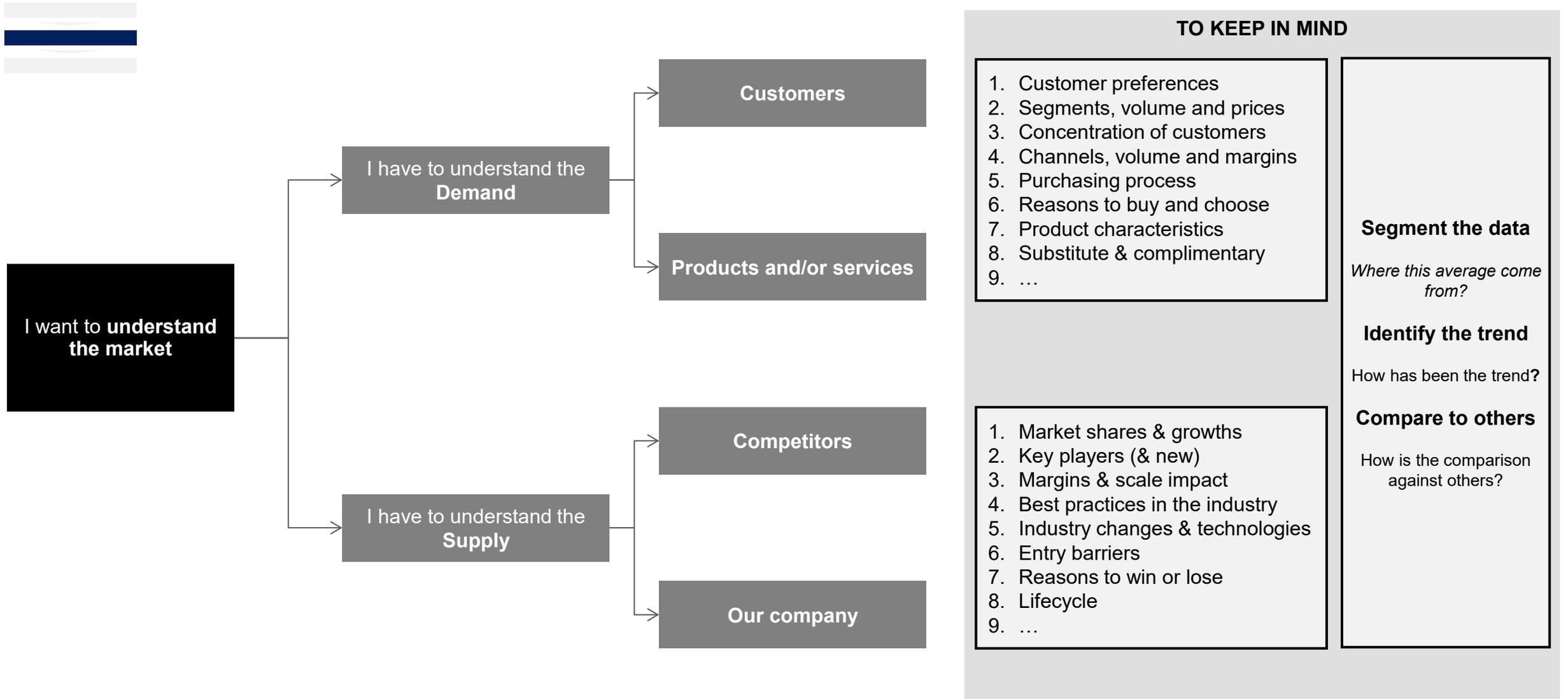
How has been the trend?

Compare to others

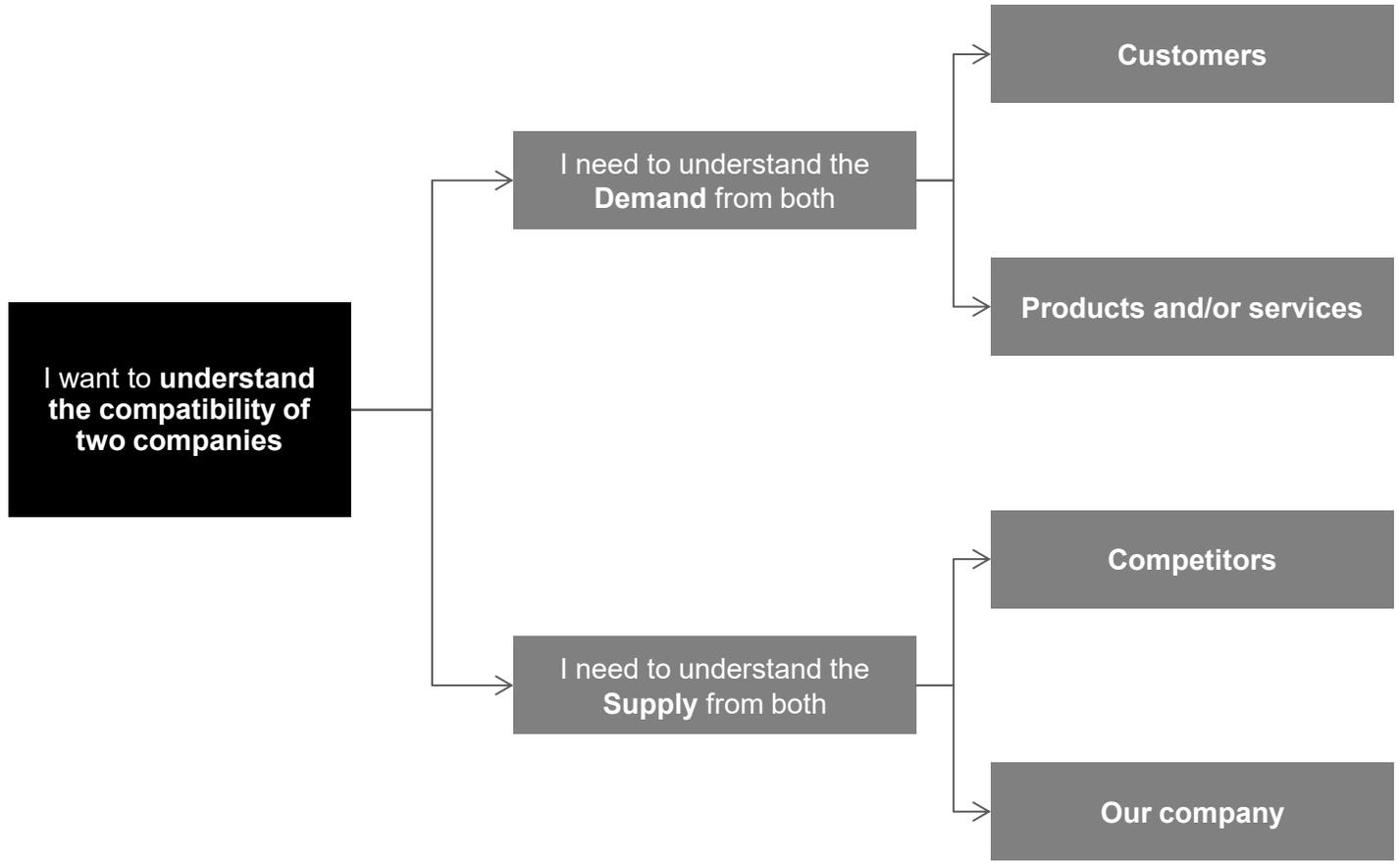
How is the comparison against others?

1. Businesses and cost sources
2. Procurement, direct & indirect
3. Production cost buckets
4. Distribution cost and channels
5. Sales and marketing
6. General & Administrative
7. Research & Development
8. Cost by regions
9. ...

Key frameworks: (2) Market and business overview



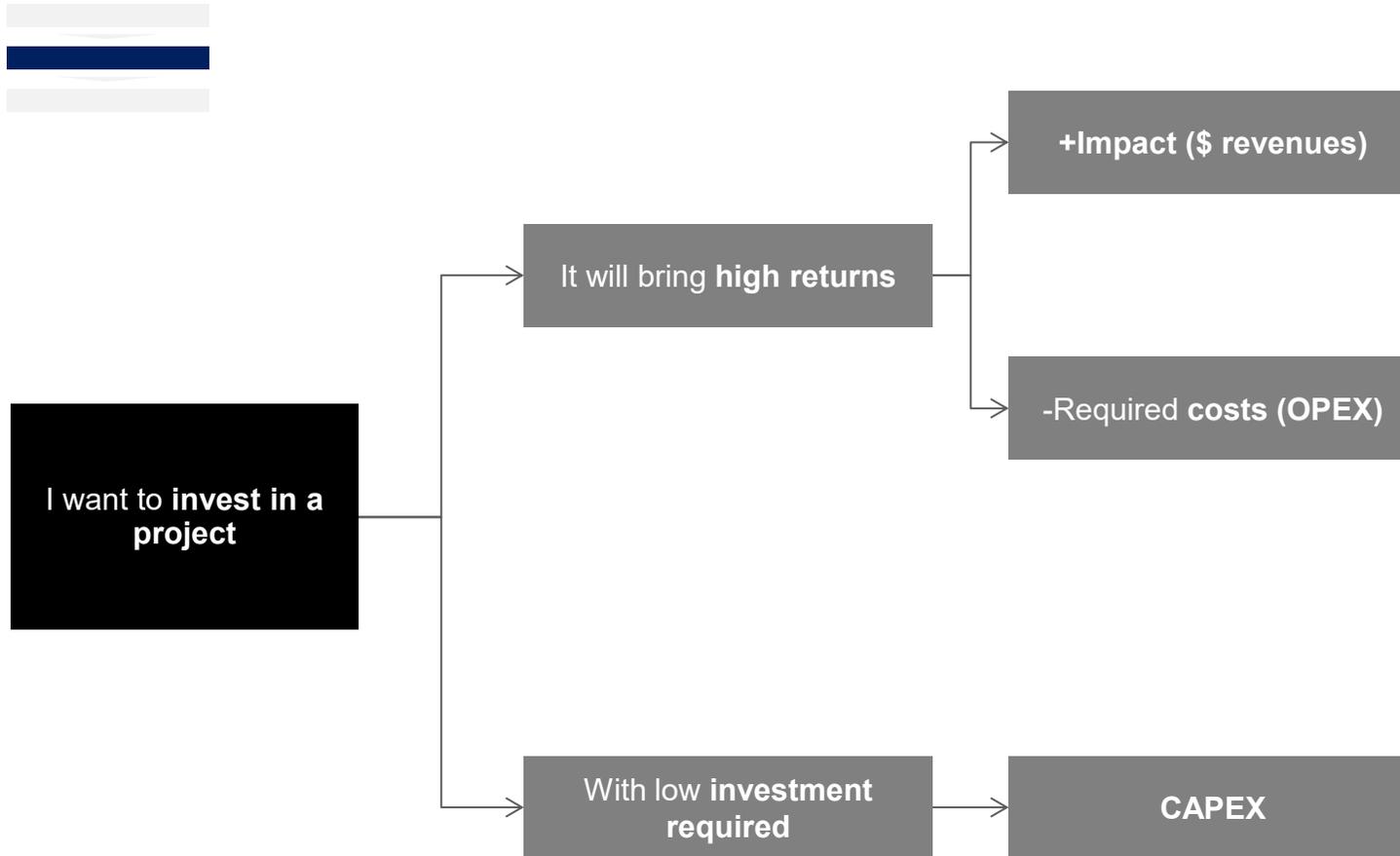
Typical modification | Framework: (2b) M&A target compatibility



Client	Target	Integrated

Evaluate concept by concept

Key frameworks: (3) Investment evaluation



TO KEEP IN MIND

1. Impact should have value
 - Additional revenues
 - Level of service
 - Customer satisfaction
 - ...
2. Identify all new recurrent costs
 - Labor
 - Procurement
 - 3rd parties
 - ...
3. Clarify the actual return

Segment the data

Where this average come from?

Identify the trend

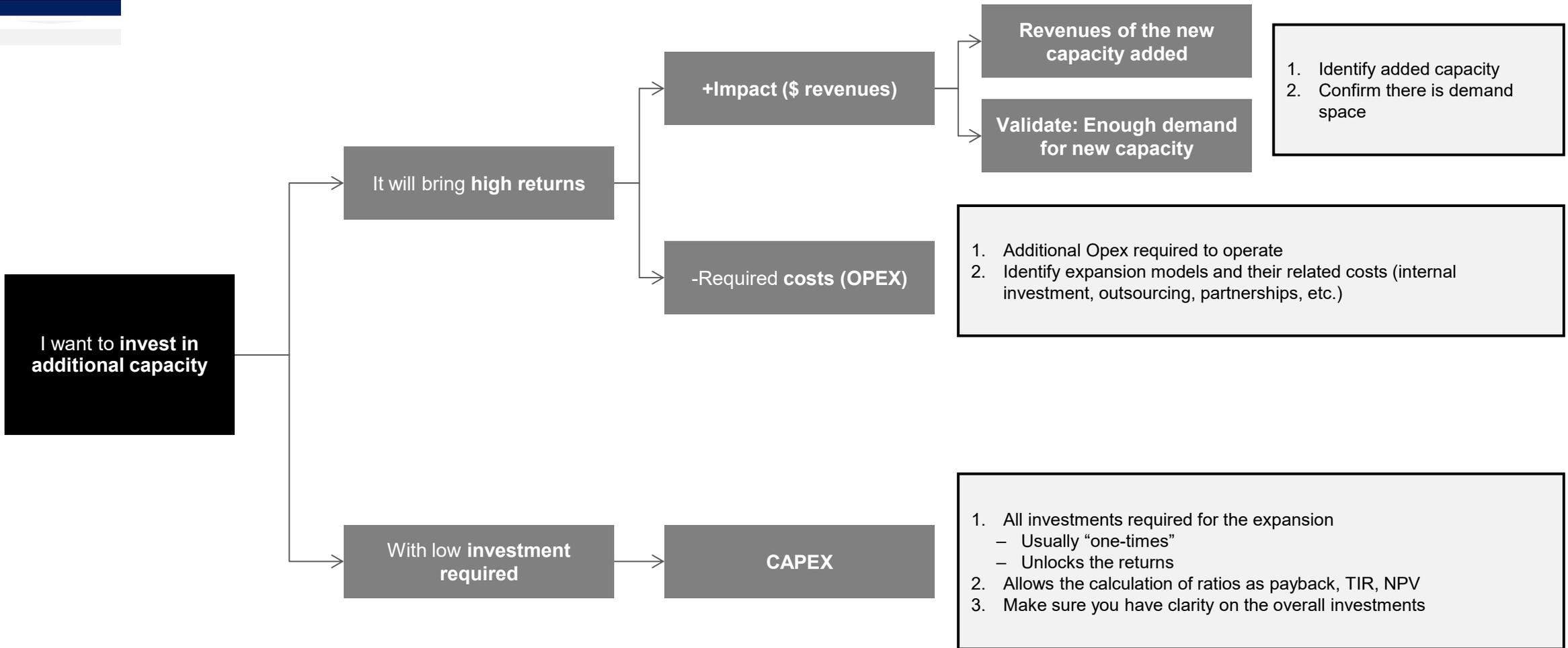
How has been the trend?

Compare to others

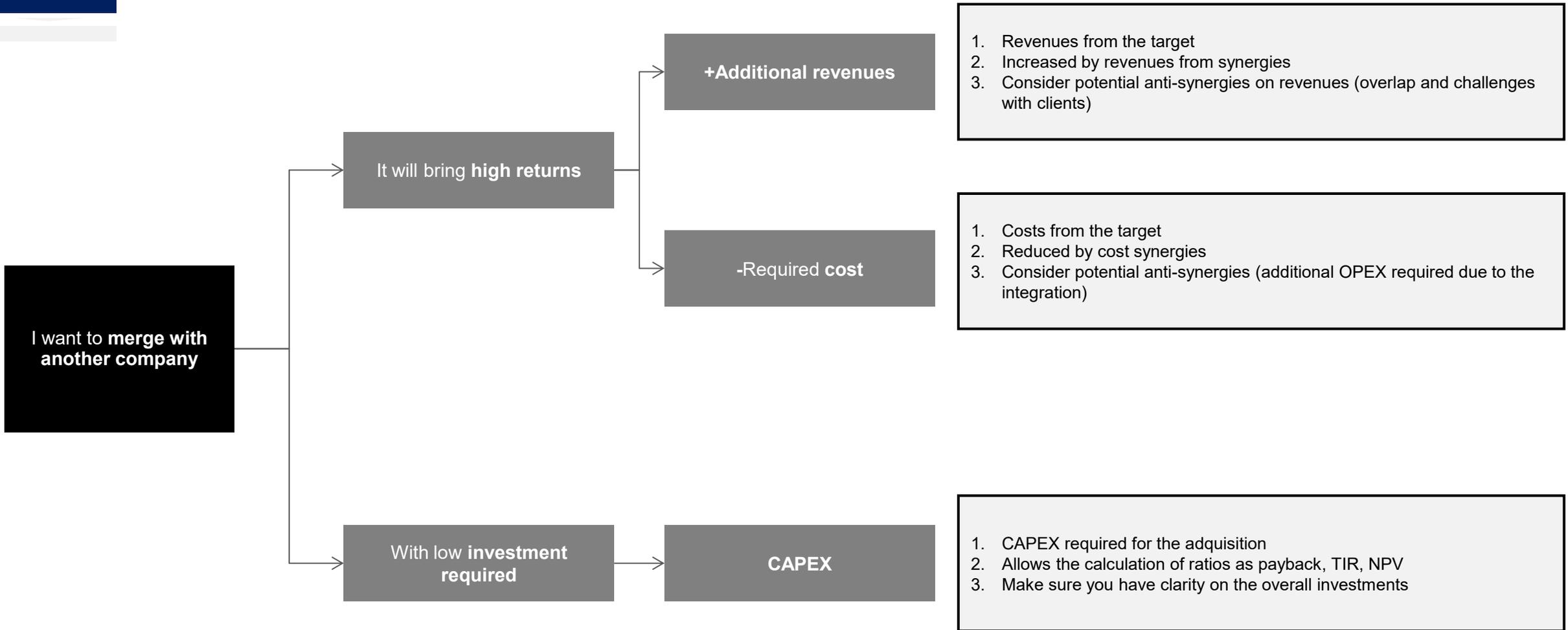
How is the comparison against others?

1. All investments required for the project
 - Usually "one-times"
 - Unlocks the returns
2. Allows the calculation of ratios as payback, TIR, NPV
3. Make sure you have clarity on the overall investments

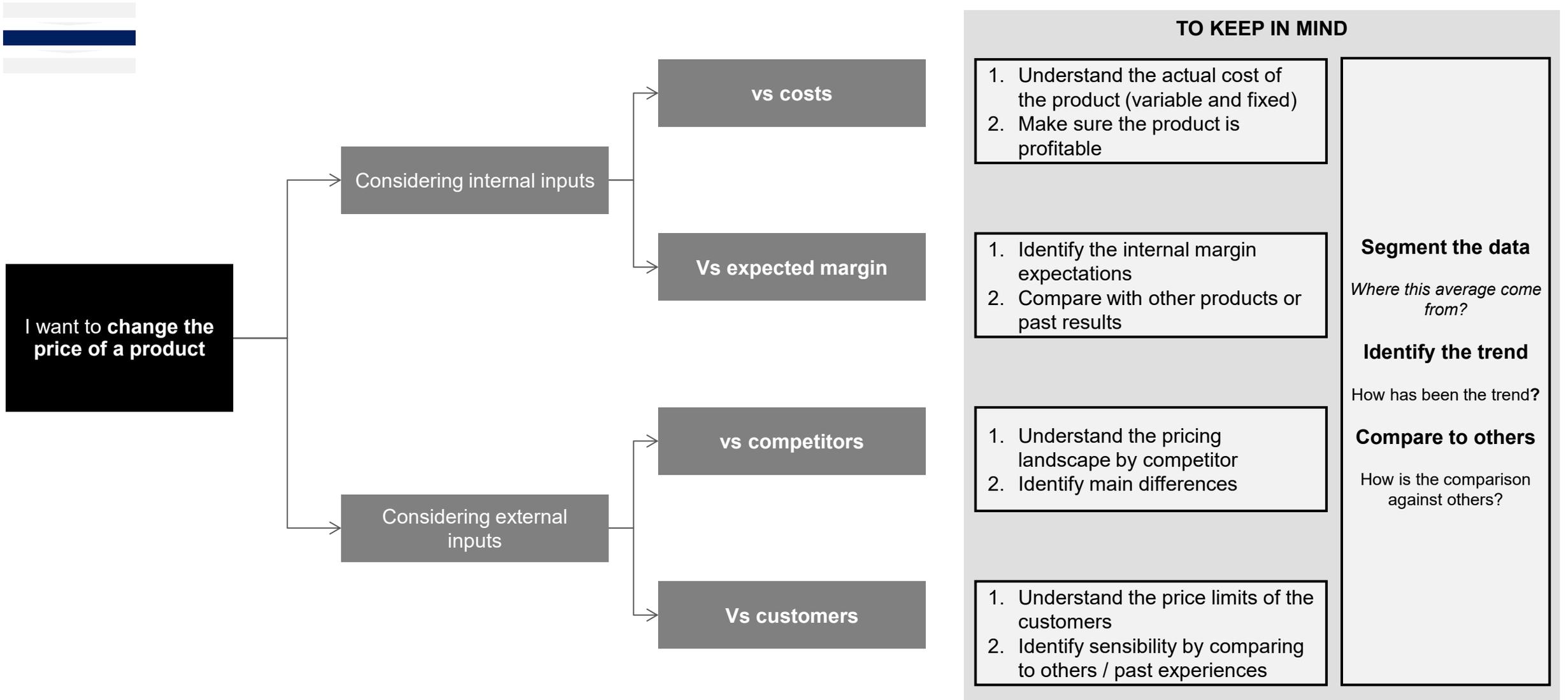
Typical modification | Framework: (3b) Capacity increase



Typical modification | Framework: (3c) M&A valuation



Key frameworks: (4) Pricing



Main industries to understand

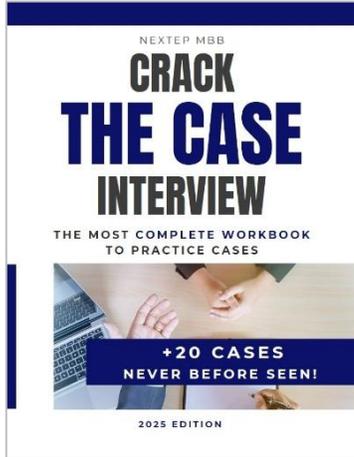
List to main industries to keep in mind

- Retail (& e-commerce)
- Consumer products
- Telecom
- Banking
- Insurance
- Industrials
- Automotive
- Pharma
- Energy & utilities
- Airlines
- Software & technology
- Mass media
- Transportation

Be efficient with your preparation **and focus** on answering the following questions:

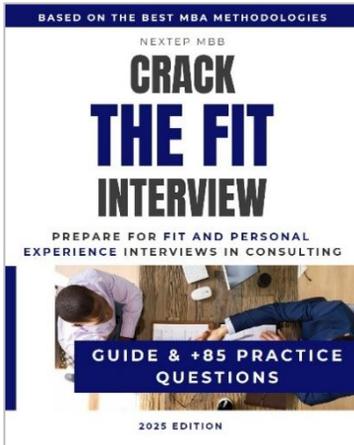
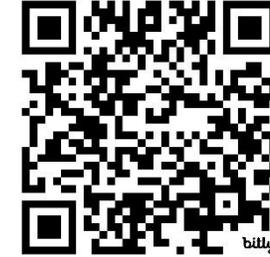
- How the companies of these industries **make money**?
- Where do they spend? What are the main **cost buckets**?
- Are there any **differentiators**?
- What are the main **sources of value**?

Additional resources to crack cases, fit questions...



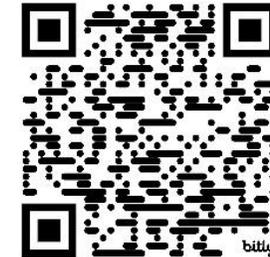
Crack THE CASE workbook includes:

- 20 never before seen cases
- Guided section to work the cases by yourself
- Guided sections for the interviewer so you can practice with a colleague
- Detailed explanation and answers for each case

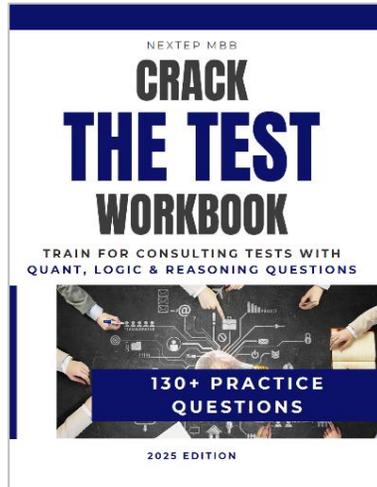


Crack THE FIT Questions workbook includes:

- 28 personal questions to prepare
- Section to write 5-7 stories that can cover all the skills (Structure, examples and sections to write your stories)
- Section to prepare and practice answering 58 skills questions with your stories

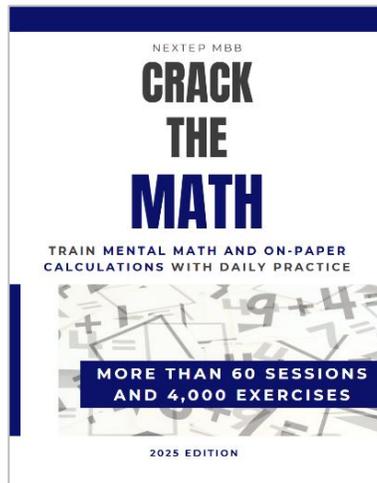


... initial tests and mental math



Crack THE TEST workbook is now available, it includes:

- 12 business case questions that will test your decision-making with limited information
- 30 integrated reasoning exercises with graphs, tables, and verbal-quant questions
- More than 90 GMAT-style quantitative problems, covering arithmetic, percentages, ratios, and data sufficiency



Crack THE MATH includes:

- 60 sessions of high-intensity practice.
- In every session: 50 mental math drills and 10 on-paper problems.
- A total of 3,600+ exercises to help you build speed and accuracy.
- Benchmarks, space to track time and errors, and structured layouts to measure your progress.



Last closing recommendations

1

**GET DAILY TIPS DURING
YOUR PREPARATION**

You'll get access to:

• **50+ secret tips** to get into consulting



2

**JOIN OUR WHATSAPP
COMMUNITY**

English



Spanish



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THANK YOU!