

EPISODE 7 – Case Studies

Slide 1: Mini-Series: Own Your Selection Process. Episode 7: Case Studies

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In this episode we will be focusing on What Case Studies Are? What competencies they assess, and How to best prepare for them?

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Employers use case studies to assess your ability to solve problems. They are intended to assess your ability to absorb and analyse information, make logical decisions, argue your point and provide strategic & innovative recommendations.

- They test your skills and abilities in many ways and serve as a fair and very insightful way to see a candidate “in action”.
- They are designed to evaluate how you process and analyse data, react and solve unforeseen problems and in some cases, how you work within a team dynamic to solve the problem.
- You could be tasked with an individual or a group case study
- Remember: Your approach and strategy is what’s being tested, not your knowledge on the topic.

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What Competencies Do Case Studies Assess? Every company will be assessing for a defined set of competencies that are relevant to the job and company, however these are the most common competencies assessed in a case study:

- Quantitative & Analytical
- Problem-Solving
- Communication & Listening
- Creativity & Innovation
- Flexibility
- Ability to think quickly under pressure
- Business Acumen
- Interpersonal Skill & Professional Demeanour
- Synthesis of findings & Power of persuasion

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How to prepare before a case study?

- Practice makes perfect - use online resources (company websites) and books (Case In Point, by: Marc P. Casentino).
- Be well rested & alert before going in – a good night’s rest goes a long way!

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How to approach a Case Study?

- Listen carefully to the question – paraphrase to ensure understanding.
- Take a minute to think before talking.
- Ask questions for clarity – case interviews are meant to be interactive and asking logical questions will be to your advantage.

- Use logical frameworks & examples – SWOT, Porter’s 5 Forces, Value Chain analysis etc.
- Ensure that your conclusion speaks to tangible action and justification, not just focused on theory.
- Think outside of the box.
- Don’t forget the basics of an interview: Eye Contact, Confidence, Enthusiasm.

Slide 7:

Thank you for tuning in to episode 7 of Mini-series: Own Your Selection Process, brought to you by the UCT Careers Service. Be sure to tune in to episode 8 where we will be focusing on the Job Offer & Negotiation Stage of Selection.