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### The Ultimate McKinsey PEI Prep eBook – Video transcript

Hi, this is Robert, and today I'm going to show you a proven and safe way on how to really pass the McKinsey Personal Experience Interview without getting caught by surprise questions from the interviewers which you cannot answer. Or in other words, how you can make sure that you do not lose a \$75,000 to \$200,000 job offer.

Warning: Don't even think of securing a prestigious McKinsey offer until you know precisely how to deliver a high-impact, top-notch PEI. I know it's well known, but little understood, and always dangerously underestimated by all candidates.

Firstly, let's look at how a typical candidate prepares for his once-in-a-lifetime opportunity of having interviews with the most prestigious top management consulting firm. For this reason, let's meet Tom.

Tom is hardworking, diligent, a bright analytical mind, strong team player, exceptionally likeable, strong professional and private network – just an ideal candidate. Having invested a lot of time and money into his education, Tom is now striving for one of the best career options available: a job with the most reputable consulting firm, McKinsey & Company.

Once decided that McKinsey is his top priority for consulting interviews, Tom fully commits himself to doing all the prep possible in order to land this aspired job offer. Since interview prep for any top management consulting firm takes an enormous amount of time and energy, and

competition for a job offer is brutal, Tom starts his prep way ahead of his actual interviews to be perfectly prepared.

For a solid start to understand the basics, Tom gets his hands on all the well-known prep material for case interviews, like Victor Cheng's *Case Interview Secrets* and Marc Cosentino's *Case in Point*. In addition, Tom downloads a couple of university consulting clubs' case books and signs up on PrepLounge.com for interactive case interview prep.

With all the theoretical case interview knowledge, hundreds of interview cases read through, and dozens of interactive cases solved with peers and professional coaches, he feels already well-prepared for the interviews. So far, can you see yourself doing this kind of case interview prep as well?

The last missing part of interview prep at this stage is finally the McKinsey Personal Experience Interview, or for short, PEI.

A couple of days before his interview, Tom starts his research online to find at least some basic information about the PEI scattered across many different sources, maybe even partially contradicting advice. Tom begins to understand the principles and puts together a couple of thoughts for each of the PEI dimensions – leadership, personal impact, and entrepreneurial drive – based on his CV and recent experiences he remembers.

That's exactly the fatal mistake so many candidates make, and a surefire way to completely unnecessarily lose your \$75-\$200k per year McKinsey job offer. Can you imagine if that happened to you?

Now, I'm guessing that for a lot of you, this is probably not the first time you're hearing about the McKinsey PEI and how many candidates get rejected because of it. That's not the fault of those candidates. There is not a lot of information out there, and sometimes it's confusing or contradicting, keeping you from success.

If you've been concerned in the past that you just can't succeed with the little information and half-truths out there, I want to put those fears to rest. You can do this. You just need a solid information base and guidance on how to develop your PEI examples.

Many people in and around the consulting industry want you to believe that only the most intelligent, brightest, gifted minds make it into the ranks – that only the elite can do this. They have their reasons to spread this image, but actually, it's not really true.

If you have ever thought that many people out there want to see you failing, claiming afterwards that they told you so, then you're probably right. Even some fellow colleagues don't benefit from you succeeding.

The difference with us is that I clearly don't have any interest whatsoever to see you failing. Just the opposite; I actually care about your success and truly want to see you on the career track of your dreams. That's what I'm here for. I know you have a dream, you want to have an impact, and I want to show you how to make that happen.

The only question for now is: are you ready to get started?

To really master the PEI, let's firstly understand the two major reasons why most candidates fail in their PEI and get rejected.

Firstly, there is an unbelievable mismatch between the importance of the PEI and the candidate's overall evaluation (which is roughly 50%) and the prep time allocated by most candidates (which is usually around 5%).

Typically candidates spend the vast majority of time preparing for case interviews. There's nothing wrong with an intense focus on case interviews at the beginning, since the case and analytical skills are definitely a precondition for a McKinsey offer – but that's by far not sufficient for securing an offer. McKinsey doesn't really hire for entry-level consultants only, but they want to have future potential engagement managers and partners as well.

As a consequence, the PEI is a very, very important part, even for evaluating entry-level consultants. The more senior your role, the more important interpersonal skills become. Given the importance and impact of McKinsey projects, there is an inherently high potential for conflicts within organizations, requiring extremely strong soft skills to survive, even for entry-level consultants. After all, consulting is a people and relationship business.

That's why McKinsey puts so much value on soft skills, and thus the PEI, in their recruiting process. Getting your McKinsey offer is virtually impossible without a clearly superior PEI performance. Is this making sense? I think so, absolutely.

Secondly, simply a lack of knowledge on the McKinsey PEI. As opposed to the more generic case interview format used in all major consulting firms, the PEI is a very specific interview format of its own, solely at McKinsey.

Therefore, there is tons of prep material available for case interviews, and everyone else is focusing on case interview prep as well. As a natural human tendency, we like to do what other people are doing as well, making us feel safe, like that's the right thing to do.

The reality could not be more different when it comes to McKinsey interviews. Focusing too much on case interview prep is a surefire way for a disastrous PEI. Furthermore, McKinsey does not reveal a lot of information concerning the PEI – neither published on their recruiting website, nor in bilateral discussions with McKinsey folks. Generally speaking, there just isn't a lot of useful prep material around.

And even if candidates are trying to prepare for the PEI, according to experience, most of them are heading in a completely wrong direction without proper guidance. Just another way to a disastrous result, which is more time-consuming than not preparing at all. Maybe you've even experienced this situation yourself as well.

As a natural consequence, candidates severely underestimate both the importance and difficulty at the same time, and on top of that, most candidates deliver their PEI example in a very poor and unstructured manner, and finally get rejected. Am I right?

You won't like the ugly truth, but not a single candidate gets the Personal Experience Interview 100% right the first time. Sorry to say it like this, but it's fair to assume that by now, you also don't know exactly how to prepare and build solid examples for the McKinsey PEI. And yes, don't believe your situation is any different from other candidates.

Losing a probably once-in-a-lifetime opportunity to get a \$75-\$200k per year job offer from the world's most prestigious consulting firm just because you did not really prepare for the PEI is either stupid or just lazy, or both at the same time. There is no point in investing hundreds of hours in case interview prep and failing completely in the PEI part. I'm sure on this you agree, right?

The good news is that the McKinsey Personal Experience Interview is neither brain surgery nor rocket science, and The Ultimate McKinsey PEI Prep eBook contains everything you need to know from start to end to succeed in your McKinsey PEI.

This eBook has already helped thousands of candidates to securely pass the McKinsey PEI with a proven time-tested process.

Most importantly, the eBook is ensuring: that you are choosing the right examples at all for your McKinsey PEI stories at the outset; that you are perfectly structuring your PEI examples; that you are focusing on the correct aspects within your examples and highlighting them properly; that you're having a high-impact delivery of your PEI examples; that you're saving tons of time by doing it right the first time; and that you're avoiding fatal mistakes which have cost other candidates their precious McKinsey offer.

What comes in handy is that the McKinsey PEI is a highly standardized format with basically zero deviation in the first round interviews. Once you deeply understand what the interviewers really want to see in your PEI stories, it's mainly a matter of diligent preparation and practice.

For sure, there are lots of things to consider, and it will certainly take some time until you get it 100% right finally, but no doubt that you will be able to do well in your McKinsey PEI too. As I've already helped thousands of other candidates to succeed, there is no reason at all why you should not be able to safely pass the McKinsey PEI as well.

As some of you might not know me yet, I also want to give you a brief summary about my background as well. I'm the founder of Consulting-Case-Interviews.com, multiple book author on consulting interview prep, and high-impact interview coach for McKinsey PEI and case interviews since 2011.

I have secured McKinsey offers for candidates even without having them go through final interview rounds. Yes, they only needed to sign the contract with the partner, without any more interviews by them, since they were already 100% convinced of those candidates. I don't intend to brag with all that, nor to bore you to death – just want to emphasize that this is serious stuff which works 100% in reality.

If you want to check out some other free content meanwhile, you can go on my Quora.com profile to see all related blog posts as most viewed writer on consulting interviews, or also on PrepLounge.com to see my Q&A contributions as a Prep for Success Expert Coach on the platform, as well as awards earned there. In addition to that, I also set up a dedicated McKinsey PEI blog, since most candidates tend to have similar basic questions, especially at the outset of the prep.

So let's see what's included in this eBook to help you dominate your McKinsey PEI and ultimately secure one of the rare McKinsey offers:

The McKinsey big picture. Understanding the big picture and McKinsey's perspective is important for heading in the right direction.

Precise definition of PEI dimensions. Before even starting to prepare your own PEI examples, it is crucial to have a clear understanding of each PEI dimension.

6-step proven prep process. Following a structured, time-tested process in preparing your PEI increases the breadth and depth of your examples.

30 real interviewers' PEI questions. Don't get caught off-guard by your interviewer's PEI questions, and prepare accordingly upfront.

15 examples to check of other candidates. Having a reality check of your own PEI examples by comparing them to other examples of other candidates.

9 most common mistakes to avoid, and why those costly mistakes which other candidates already made in the past cost them their precious McKinsey offers.

Moreover, I added important bonus chapters supplementing your personal fit prep.

Bonus Chapter 1: The most common general fit questions asked by McKinsey interviewers, the reason asked, as well as an answer guide for each question.

Bonus Chapter 2: Sample questions to ask at the end of your interview slots to gain additional insights and further demonstrate your resourcefulness.

Bonus Chapter 3: Must-read books on consulting to really start thinking like a Tier 1 consultant.

To cut a long story short, The Ultimate McKinsey PEI Prep eBook contains everything in 170+ pages you desperately need to know to succeed in your McKinsey PEI, coming with a full money-back guarantee and available for instant download 24/7.

If you're serious in your McKinsey PEI interview prep and really want to get inside the world's most prestigious top management consulting firm with all the fancy lifestyle – like business class flights, five-star hotels, top-notch C-level clients, and so on – just click the orange Download button below now and get this invaluable knowledge and make a big leap towards your McKinsey offer as one of the extraordinary highfliers becoming part of the firm.

With this eBook, you're going to be well-prepared and can enter your interviews in a confident manner and with peace of mind, ensuring that you are on the right track, hitting a homerun with your PEI examples.

And you don't need to wait days or weeks until you can get your hands on this content; you can download it immediately within seconds in order to progress in your preparation as quickly as possible, and save valuable prep time by creating your PEI examples perfectly from the outset. Just click on the orange Download button below right now to get all this delivered straight into your inbox.

Currently, candidates in the following 127 blue-colored countries on this planet are already using this eBook for their McKinsey PEI prep. Here are exactly those countries in case you're interested in the details.

Leading to an extraordinary PEI performance according to the stats. Candidates using The Ultimate McKinsey PEI Prep eBook and/or having had at least one McKinsey PEI coaching session with me have had a 96% success rate for the PEI part – which makes sense given the fact that it's a highly standardized, no-surprise part of your interview process for which you can prepare accordingly. Does this make sense to you?

But don't just take my word for it. Here's what others are saying. You can find hundreds of five-star reviews on PrepLounge.com concerning my PEI prep. Here are just a few of them. Please

go and check them out in more detail on PrepLounge.com if you like. Otherwise, you can just click the orange Download button below to kick-start your PEI prep right now.

But firstly, let's do some quick math about this investment into a virtually priceless McKinsey offer. Your yearly salary will be somewhere in the range of \$75-\$200k, and let's assume you stay there for a typical 3-year period.

From a purely direct financial point of view, you will be earning \$225-\$600k, which is quite a lot compared to average salary figures – not to speak about your opportunities after having McKinsey on your CV, serving as a door opener for countless other opportunities.

Knowing about the value of The Ultimate McKinsey PEI Prep eBook, I would not be afraid of charging like 1% of your 3-year period salary, which would be up to \$6,000. But this would not be fair to so many people who would make excellent consultants, but just don't have the resources yet to make sure that they can get their desired dream job offer.

What you're gonna get:

The Ultimate McKinsey PEI Prep eBook with all you need to know for your PEI prep, worth \$412 – including the PEI Cheat Sheet for checking if your examples contain all important aspects, worth \$297.

On top of all that, if you grab your copy of the eBook right now, you get some additional free bonus chapters included. Bonus 1: The most common general fit questions asked by McKinsey interviewers. Bonus 2: Questions to ask at the end of your interview slots. Bonus 3: Must-read books for consultants. Giving you a total value of \$950.

If all did was prepare you perfectly for your Personal Experience Interview, would it be worth it?

I'm not going to charge you \$6,000. I'm not going to charge you \$950. I'm only going to charge you \$147.

And if you act right now, you will even get the whole package with a limited discount of \$50, so currently I am only going to charge you \$97 for the whole package.

I'm also going to take on all the risk and give you my 100% money-back guarantee, making downloading The Ultimate McKinsey PEI Prep eBook a no-brainer. Isn't that cool?

I guess by now you've learned enough that downloading the eBook really is a no-brainer. Looking at the extraordinary results of previous applicants with a 96% success rate, all the bonus chapters you get in addition to all the priceless PEI knowledge for a tiny fraction of your future McKinsey salary, together with the 100% money-back guarantee, you cannot lose anything. You just have a huge win at the end of the day.

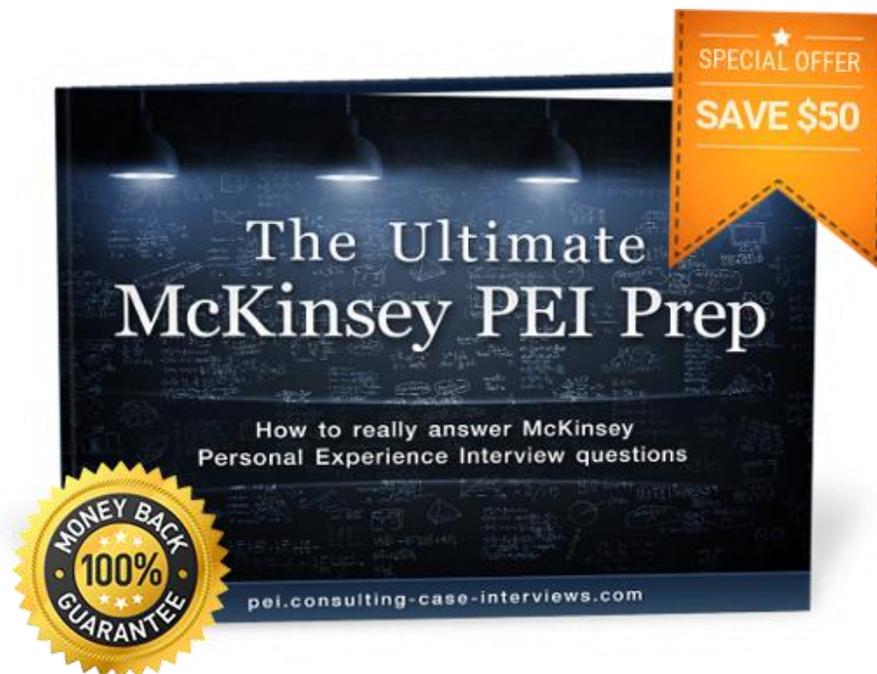
If you are serious in your PEI prep, it's time to act right now by downloading the eBook with the orange button below. At this moment all that comes with an additional discount, and even three bonus chapters for free – saving an additional \$50, which is a good 33% discount off the regular price.

Right now, you need to resist your urge to delay and procrastinate. Let's be honest. If you don't invest into your McKinsey PEI preparation today, you actually won't do it at all. And if you don't, how should the outcome of your McKinsey interviews be any different to the majority of other candidates?

In case you don't care about failing in your McKinsey interviews, and if you don't take your McKinsey application seriously, it's also fine with me. But in case you do, you really need to get prepared for the Personal Experience Interview in a professional way, and I am 100% sure that The Ultimate McKinsey PEI Prep eBook will help you to find out about tons of things you didn't even think about considering in the PEI beforehand.

Take advantage of all the cumulative knowledge available in The Ultimate McKinsey PEI Prep eBook right now. You can download the eBook immediately with the orange button below, and make sure that you don't end up the same as the other 95% or more of candidates, noticing it only once it's too late during your interviews on-site.

Experience clearly tells that candidates tend to procrastinate. It's your turn now to resist this urge and act upon this 100% risk-free offer right now. Download The Ultimate McKinsey PEI Prep eBook and dominate your own McKinsey Personal Experience Interview!



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