

S - Situation

C - Challenge

A - Action

R - Result

Q1. Tell me about yourself.

Hey, my name is Amit Badoni. I am a dual degree student in chemical engineering and currently working on my thesis project.

Before starting my master's journey, I did internships at startups like turtlemint (Fintech start-up) & OYO rooms where I explored the product management domain.

I enjoyed those internships, I got to learn a lot about building products, tech based problem solving, and data analysis.

Back at IIT Kanpur, I was a sportsperson. Being a member of the Aquatics team, I participated in all editions of the inter iit sports meet right from my first year and won accolades in each of them.

Apart from this, my hobby is playing musical instruments and in my leisure time I like to teach and go on treks.

Q2. Why consulting?

There are a ton of reasons why I want to join management consulting -

1. **Impact:** Personally, this is a huge motivation booster for me. If I am providing macro-level solutions like increasing profits or market expansion, then it's almost like treating the client's business as if it was my own. This definitely doesn't come with a job that requires working on a micro part of a service which in turn is a service to another service.
2. **Staying updated with state of the art:** I believe the world is changing at a very fast pace. I want to be a part of the team that makes those changes happen. It gives a sense of power and prestige. There is also a constant switching among industries which facilitates this.
3. **My own personality:** I really like to explore new domains and solve problems. If the goal is clear, I can put in hours and hours of work. At my recent internship at turtlemint, I discovered this thing about me.

The below answer is for what makes you a good consultant -

I believe my interests and skill set align with consulting to a great extent.

On the interest part, I like problem solving, strategy making, and exploring new domains. Also, consulting provides a high ownership, high impact role. Based on my experiences, I realised that there are 3 key skill sets that make me fit for management consulting.

The first one being that I can deal with uncertainties. In my recent internship at turtlemint, I was given very open ended problems but I managed to quantify and prioritize them and was able to deliver impactful results.

Second, I am patient and consistent. I was a part of the aquatics team for 3 years and despite the daily rigorous schedule, I never quit.

Third, I am good at learning new things. At OYO, I was given charge of creating a business tool for them about which I had no idea. Still in 6 weeks, I was able to create a prototype for them by learning about user journey and wireframing.

Q3. Why consulting? Why not core/research?

I explored core and research through my college projects and internships. I also explored coding via courses and internships. I found everything to be exciting but not sustainable. Consulting provides a cross industry exposure and the constant switch would keep me motivated.

Q4. Why Bain?

There are 2 primary reasons. One is the sector specific strengths and the other is the work environment.

I believe bain can provide me projects related to E-commerce, retail services and consumer goods. These are things that one sees in day to day life and thus it will be exciting to create impact in these industries.

Based upon my interaction with some bainees, I saw that they were really satisfied with the support that they got from senior level managers. Having a supportive work environment is something that I find very crucial to stay in any group. Even my stay in the aquatics team can be attributed to having really nice and helpful seniors.

North star metric

Q5. Major Strengths and how they would help you in your professional life.

1. I can deal with uncertainties. In my recent internship at turtlemint, I was given very open ended problems but I managed to quantify and prioritize them and was able to deliver impactful results.
2. I have good convincing skills. When I became the captain of the aquatics team, I was able to convince 10/18 students to participate in Aavahan, IITB Sportsfest during the academic semester.
3. I am patient and consistent. I was a part of the aquatics team for 3 years and despite the daily rigorous schedule, I never quit.
4. I am good at learning new things. At OYO, I was given charge of creating a business tool for them about which I had no idea. Still in 6 weeks, I was able to create a prototype for them by learning about user journey and wireframing.

Q6. Mention 3 areas of personal improvement. Why do you think these are improvement areas?

1. I am a little direct in my conversations. This sometimes helps as people appreciate honesty and it gives them a clear understanding. But at times, people become uncomfortable and some conversations just demand diplomacy.
2. I have low motivation when there is no clear objective or timeline. For example, I want to improve my instrument skills but since there is no stage where I have to perform (at least in the foreseeable future), I cannot convince myself to practise.
3. I find it difficult to say no to people. This often ends up consuming a lot of my time.
4. Attention to detail.

Q7. Mention one area where you have worked to improve yourself over the last year, what did you do to improve yourself in this area? Do you think you have achieved your objective?

1. Since it was lockdown, I worked on getting the optimum daily routine last year. I realised the importance of basic things such as sleep and nutrition. Thus, I figured out the timing required for individual things such as working, learning, eating, and exercising. After that came the hard part of implementation. In most months, I was in routine and now, after going through that, I believe I can adapt to any environment.

Q8. Mention 3 most important values that you ensure to follow. Why are these values important to you?

1. Honesty: I believe honesty makes a person work hard and not look for shortcuts. If you're not honest, you'll do anything to just get things done without being sincere about it.
2. Courage: Showing courage is important for a fulfilling life. If you are not courageous enough to speak your mind even if you disagree with anything, then there will be a lot of regrets and dissatisfaction.
3. Appreciation: If you do not appreciate the good things that happen in your life, you will always complain. Life is just life and needs to be appreciated rather than being sour about it.

Q9. What do you consider to be your most significant professional/academic achievement? Why?

1. Receiving a PPO from turtlemint is perhaps the most significant achievement. I am the first candidate to receive a PPO from the startup. I believe it is significant as I believe it's difficult to get ppo in a new startup as compared to a traditional internship at a big firm. At the end of the internship I presented my work to the cofounder and CEO of the startup and got an offer only after I was able to impress him.
2. In my first year I had an SPI of 6.7. Rather than attributing it completely to myself, I worked hard and scored an 8.8 in 2nd semester with an A*. After that in the 3rd semester I got 9.75 which boosted my self confidence. This improvement is the most significant as most students do not come out of this low cpi trap but I eventually did!

Q10. One thing that you are proud of.

The silver medal at 2019 Inter IIT sports meet. 7 out of 13 major players left the team and the rest were less experienced. Still, we managed to perform equally as compared to the previous year. In the semi-finals we were losing till the last minute but due a change in strategy (suggested by me), we were able to win.

Q11. Extracurricular interests in brief

Fitness: I want to participate in the Ironman triathlon.

Music: I want to be part of a band that performs weekly at any place.

Anime: The strategies and motivation in anime are very interesting.

Q12. An instance where you initiated a new idea or approach and went about implementing it. How did you do it?

Q13. “Successful leaders have a clear sense of purpose” What is your statement of purpose?

Q14. Sometimes, we may find a group of people disagreeing with our beliefs/point of view. Give us an instance where you had to convince a group of people of your point of view.

One such situation arose in the water polo semi finals match between us and IIT Madras in 2019, the most recent inter-iit sports meet.

We were losing approx. 5-7 after 2 quarters. The reason for that being that the attackers and defenders were playing without much coherence. The only interaction between attackers and defenders was passing the ball from one end of the pool to another.

During the half-time break, a debate started out between the players and the coach. On one side, the coach and 2-3 players were adamant that I should replace the current defender and in my place, another attacker would come. The advantage here was that since I was a fast swimmer, I had the ability to come from defense to attack thereby creating pressure on their defense and increasing the chance of scoring.

On the other hand, the majority of the players wanted to play in the same way as the attacker that would be replacing me was very inexperienced.

At that point, I, being the key element of the strategy, took the discussion forward amidst the screaming crowd and intense pressure.

I realised that if we change the strategy, we would be able to counter IIT Madras's strength of having extraordinary swimmers.

I convinced everyone to trust me and move forward with the new strategy. I also calmed down the new kid who would be playing attacker. It was easy to convince the younger players but convincing the more experienced players took a while.

Finally, we played as a team with me coming forward frequently, giving rise to a 4 on 4 formation, leading to more conversion. Ultimately, we won by 11-10. That year, IIT Kanpur came 4th overall with just 2 points over BHU so I believe that victory had a part in the grand scheme of things as well.

Q15. Give an incident in life where you showed leadership skills.

I went on a trek with the adventure sports club in March 2020. Due to the weather conditions, the experience was very different from what we had expected. At the 3rd last point, around 12 out of 30 people were extremely

exhausted and had very low motivation to carry forward. To make matters worse, people started thinking that there would be snow avalanches going forward. However, in reality the trek was safe as told by the guide and the only thing to change was the people's mindset.

Since it was my 2nd trek and I had been through a similar situation at my previous trek, I was able to deliver a powerful argument in favor of moving forward. It wasn't just a single speech but continuous conversations overnight with smaller groups as well. Of course there was a trek leader to motivate them but somehow he wasn't able to connect with them.

Finally, we moved ahead with just 3 people behind.

Describe an incident where you succeeded (or failed) as a leader. What did you learn from it?

Q16. Describe a task/situation that you faced, which you consider as a complex problem. How did you approach the problem? What options did you generate to solve the problem? What were your key learnings from the situation? What would you do in case you were to handle a similar problem in future?

Q17. What are your long term (5-10 years) and short term (1-2 year) goals in life?

10 years down the line, I would have gained a lot of experience in the management domain. Also, there will not be any economic barriers. I will choose to devote my time to create impact that brings social change. It can be through consulting or independently. I believe there are many flaws in the world. There is income inequality, conflicts, Education, malnutrition, etc. I will take up a particular social domain and work on it.

Short term goals - I want to be better at time management. I believe that since we live a long life, it is important to be disciplined in order to achieve something one can be proud of. I want to increase my skill sets, achieve my fitness goals while giving my best in each of them.

Q18. Three significant events that have shaped my personality.

1. ABC trek in 2nd year: Did not go ahead and regretted. After that, it was not about complaining. It was about giving your best and appreciating your and others' efforts.
2. Water Polo finals in Guwahati: Loss due to biases of referee. Gave a clear understanding of never judging someone of their achievements but by their journey. Even if you are the best, you might lose. It's okay. Also, life is unfair. Accept it and move ahead.
3. Internship at NARI: Learned a lot about hands-on work. Gave good understanding about hardships of people in rural India.

Q19. Why BCG?

Apart from the talented ecosystem, scale of impact and supported network, I believe bcg can provide opportunities that align with my preference. For example, the bcg digital venture. At turtlemint, I saw this digital transition that was going on in the insurance industry and I absolutely loved how it was able to make things so much easier for people. Another thing I have heard about bcg is that they take up more public consulting, helping the government make decisions.

Biggest failure?

CPI

Proud not on your resume?

Adventure club

Another incident is during the initial days when I was in the charge of the aquatics team. The ultimate objective was to win the inter-iit waterpolo gold. But the challenge here was that the entire team was new. All our experienced players were passing out. So in order to create a team, I thought the first step would be to introduce the sport to the freshers via Aavahan, the sports festival of IIT Bombay. Now the problem here was that the festival occurs during the second wave quiz. Therefore, it was very tough to convince the first years to leave their assessments and play in a sports tournament. Initially, when I asked

who all were interested I got just 3 or 4 students. During the subsequent CPAs, I tried convincing students, ultimately convincing 10 students. I took permission from their professors, asked them to prorate and all the professors agreed. We booked the train for 10 students but then COVID happened!