

# 企业白皮书

咨询行业

Bain

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## 1. 公司简介

Bain & Company 成立于 1973 年，总部设于马萨诸塞州波士顿。是一家全球领先的战略咨询公司，为客户提供战略、运营、技术、组织以及兼并购方面的咨询业务。它与 Boston Consulting Group (BCG) and McKinsey & Company 并列称为 "Big Three"（世界上最大和最负盛名的三大管理咨询公司）。

### 1.1 历史大事件

- 2018 年：收购了数字营销机构 FRWD
- 2005 年：在私募股权咨询市场占有最大份额
- 2000 年：成立 The Bridgespan Group，旨在与非营利组织合作并促进员工的无偿工作
- 1987 年：已成为四大“战略专家”咨询公司之一
- 1979 年：在伦敦设立了欧洲办事处
- 1973 年：由波士顿咨询集团前集团副总裁 Bill Bain 及其同事（包括 Patrick F. Graham）创立

### 1.2 近期新闻

- 2022 年 2 月：在 Vault 的“咨询 50 强”名单中被公认为排名第一的咨询公司
- 2022 年 2 月：收购南美的高级分析公司 Spike SpA
- 2022 年 1 月：Human Rights Campaign 连续第 16 年将 Bain & Company 评为“LGBTQ 平等最佳工作场所”
- 2021 年 5 月：ALM Intelligence 将 Bain & Company 评为 2021 年劳动力管理服务的领导者
- 2021 年 4 月：被《泰晤士报》评为女性 50 强雇主之一
- 2021 年 4 月：连续第二年荣登《财富》100 家最适合工作的公司名单

## 2. 部门架构

By Teams

### Consulting Services

<b>Agile</b>	<b>Operations</b>	<b>Sales and Marketing</b>	<b>Digital Transformation</b>
<b>Cost Transformation</b>	Manufacturing	Pricing	<b>Vector<sup>SM</sup> Digital Delivery</b>
<b>Customer Experience</b>	Supply Chain	<b>Strategy</b>	New Business Ventures
<b>Diversity, Equity &amp; Inclusion</b>	Support Functions	Business Strategy	Product & Experience Innovation
<b>Learning &amp; Development</b>	<b>Organization</b>	Corporate Strategy and Finance	Marketing Optimization
<b>Mergers and Acquisitions</b>	Leadership and Talent	<b>Sustainability &amp; Responsibility</b>	Advanced Analytics
Divestitures	Operating Model Design	<b>Full Potential Transformation</b>	Automation
Post-Merger Integration	<b>Private Equity</b>	Change and Implementation	Software Engineering
	<b>Procurement</b>		Enterprise Technology

## 3. 企业文化

### 3.1 Mission

- To help our clients create such high levels of value that together we set new standards of excellence in our respective industries.

### 3.2 Values

- Passion & Commitment
  - We have a passion for results aligned with our clients' success, and a commitment to the highest level of professionalism and ethical standards in everything we do.
- Honesty & Openness
  - We have a deep intellectual honesty, and the candor to tell it like it is in straightforward language. We remain open to the possibility that current beliefs could be wrong.
- Practical
  - We combine bold thinking with a practical approach that focuses on getting the job done,

turning decisions into action and delivering results.

- One Team
  - We work as one global team—both with each other and our clients—to direct our collective energy toward achieving the extraordinary.

### 3.3 Reasons for Bain's Success

- An insurgent mindset
  - We work with ambitious clients who want to define the future, not hide from it. Together, we define a bold ambition and achieve extraordinary results that redefine industries.
- Integrated innovation
  - We deliver integrated solutions, complementing our capabilities with a curated ecosystem of the world's leading innovators to achieve better, faster, more enduring results for clients.
- A uniquely collaborative culture
  - It feels different to work with us because our people are unlike any other. We bring a fresh perspective, mutual trust and infectious energy to every client relationship.

## 4. 晋升体系

以咨询岗位为例

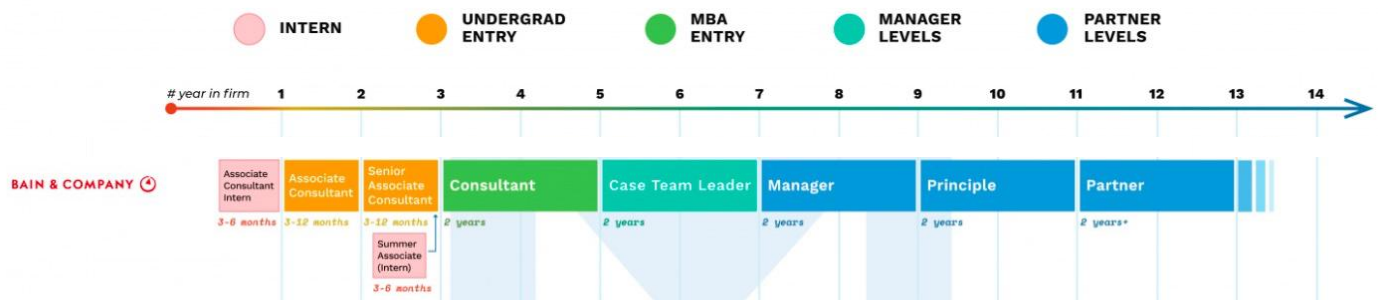
- Associate Consultant Intern
- Associate Consultant
- Senior Associate Consultant
- Consultant
- Case Team Leader

- Manager
- Principle
- Partner

Management  
Consulting  
Prep

## CAREER PATH IN MANAGEMENT CONSULTING

Traditional consulting Track



➤ 注：具体的 Level 名称和级别，根据地点和岗位的不同，可能有差异

## 5. 学生项目 (Student Programs)

### 5.1 For undergraduate & graduate students

- Summer Internship Program
  - 岗位名称: Associate Consultant Intern (ACI)
  - 年级要求: 倒数第二年毕业的学生
  - 项目周期: 6-10 周
- Full-Time Positions
  - 岗位名称: Associate Consultant (AC)
  - 年级要求: final year students

### 5.2 For advanced degree

- Summer Associate (SA) Program
  - 岗位名称: Summer Associate

- 年级要求: MBAs or advanced degree candidates
- Full-Time Positions
  - 岗位名称: Consultant
  - 年级要求: JD / MD / PhD / Postdoc
- ADvantage Program
  - 年级要求: Graduate Students, Postdocs and Medical Residents
  - 项目周期: 1 周
  - 项目意义: 表现优异者可获得 Full-Time Consultant Positions 的面试机会

### 5.3 Others

- Building Entrepreneurial Leaders Program
  - 年级要求: sophomore student
  - 项目周期: 1 周
  - 开放地点: 仅限美国、加拿大
  - 适用人群: Black, Hispanic/Latinx or Indigenous (Native American, Alaska Native, Inuit, Métis and First Nations)

## 6. 招聘流程

- Step 1: The HR Screening Interview
  - 面试方式: Phone/Video
  - 面试时长: 20 分钟
  - 面试工具: Spark Hire
  - 考查内容:
    - Background Questions

- Motivational Questions
- Specific Skill-Based Questions

➤ 注：只有不到 15% 的申请者会接到面试电话，大多数候选人网申通过后就会收到 OT

- Step 2: Online Test

不同地区的测试形式不一，大致包括以下几类：

※ 形式一：SOVA

■ 考查内容：

- Behavioural Preference
- 20 Logical Practice Tests
- 15 Numerical Reasoning Tests
- 15 Verbal Reasoning Tests

■ 适用地区：UK

■ 测试时长：75 分钟

※ 形式二：Business Case Test

■ 考查内容：3 Cases, 25 Questions

■ 测试工具：HireVue

■ 题目类型：

- Reading facts questions
- Math word problems
- Fact-based conclusion questions
- Solution-recommendation questions

■ 适用地区：SG

■ 测试时长：50 分钟



- Step 3: First Round Interviews

- 官网名: Experience Interview
- 面试内容: Fit / Behavioral Questions
- 面试时长: 10 分钟左右

- Step 4: Second Round Interviews

- 面试内容:

Case Interview

Fit / PEI Questions

Written Case: 2 小时时间阅读 20 多页的文档，对其进行分析并回答一些客户问题。另外，还需要在 3-5 张 PowerPoint 幻灯片上总结对该案例的回答，并将其在 20 分钟内呈现给面试官)

- 面试时长: one or two Fit / PEI Questions (~10mins) and a Case Interview (~30 to 40mins)

- Step 5: Offer