



NET IMPACT BERKELEY

Bridging Business & Social Impact

Net Impact Berkeley Interview FAQs & Pro-Tips

Q: What if I'm not a business major and have never done a case interview before?

A: Don't worry- most of us didn't know about case interviews when we applied! Our cases **DON'T** test business jargon (all you really need to know is $\text{profit} = \text{revenue} - \text{cost}$), but ability to solve problems and think on your feet. Just think of a case interview as a question/challenge being faced by a company, where you work collaboratively with your interviewer and with available information to help solve the given problem! Common case examples include: factors to consider when entering a new market, increasing profitability and sales, growing customers and market share, creating a new product/service, expanding impact for a non-profit etc.

Q: What can I expect for Net Impact's First Round Interview?

A: Our first round interviews are 25 minutes long, with a 10 minute behavioral portion followed by a short consulting-style case that will take no more than 15 minutes. For the behavioral portion, expect specific questions about experiences on your resumé. The case will be relatively short and will include some qualitative components as well as a quantitative question.

Q: What can I expect for Net Impact's second round interview?

A: Our second round interviews are 50 minutes long, consisting of a 30 minute case interview followed by a 20 minute behavioral interview. The case will consist of multiple parts to test different aspects of your qualitative and quantitative problem-solving abilities. Second round cases may include basic market sizing, deriving insights from charts and other data, calculations and quantitative questions, risks and next steps, etc.. The behavioral component for the second round will focus on how you connect with our values and community, and will also be your chance to ask us any questions you may have about NIB.

Q: How can I succeed in Net Impact's interview process?

A: Here are some tips to help you stand out in our interview process:

- **Be structured.** Take time to organize your thoughts and explain them clearly.
- **Contextualize** your answers to the key objective or details from the premise. Don't memorize and reproduce standard frameworks (e.g. 4Ps, 3Cs); instead, think about the question at hand and give specific answers and examples.
- Take **clear notes**. Circle, box or highlight important information, especially the key objectives and any numbers.
- Be **comfortable with numbers**. You don't have to be a mathematical genius, you just need to be able to perform some simple arithmetic and show that you can think logically about

how different quantities or units might be related. Don't rush, take your time, and the calculations will be easy! In fact, what fully matters is the approach that you communicate, many of us have made math slip ups in the past, and here we are!

- **Communicate clearly.** Whether you're reading through a chart or working through a calculation, walk the interviewer through your thoughts as you go and make the case a conversation with the interviewer. If you get stuck, don't panic; take some time to gather your thoughts, ask the interviewer for help on specific areas where you're struggling, and do your best to give a reasonable answer.
- **Be enthusiastic!** Seriously – your interview doesn't have to be perfect, and don't worry about small mistakes. Try to have some fun thinking about the problem in front of you and it'll show.

Q: How can I best prepare for the interviews?

- For behavioral questions, be prepared to discuss different experiences on your resume and reflect critically about how they've shaped who you are. Be yourself! This is your opportunity to tell us more about who you are, and we genuinely want to get to know you.
- For the case interview, try to practice with a friend. There's no substitute to real time, one-on-one practice and feedback.
- Review our [Case Workshop presentation](#)
- Try completing our sample first round case
- Here are three online resources for additional practice:
 1. Introduction to Case Interviews:
<https://www.youtube.com/watch?v=6R5bT4cJh0A&feature=youtu.be>
 2. Case Interview Tips:
<https://www.youtube.com/watch?v=A9fw6R4GcDQ&feature=youtu.be>
 3. How to Approach Market Sizing:
<https://www.youtube.com/watch?v=v5eKAmZuQzs&feature>