

Typical brainstorming questions by major consulting firms (2019-20)

	McKinsey	BCG	Bain	L.E.K.	PwC/ Strategy&	EY- Parthenon	EY (M&A)	KPMG	Deloitte
Risks/challenges 	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sales growth ideas 	✓	✓	✓	✓					
Key cost items 	✓	✓	✓	✓	✓			✓	
Comparison 	✓	✓	✓		✓				✓
Synergies 	✓	✓	✓		✓		✓	✓	
Profit growth ideas 	✓	✓						✓	
How to address it? 	✓	✓					✓		
Market attractiveness factors 		✓		✓				✓	
Rationale behind something 	✓								
Key revenue drivers 	✓	✓							
Other 	✓	✓	✓	✓	✓	✓	✓	✓	✓