Wild card cases from recent recruiting cycles

01 **McKinsey (2019)**

The government of a developing nation faces a high infant mortality rate. How could they increase vaccination in infants to decrease the infant mortality rate?

02 **McKinsey (2019)**

Our client is a made-up country. They would like to increase customer satisfaction for railway. There is only one railway in the entire country. How would you improve the quality of customer services and customer satisfaction?

03 **McKinsey (2018)**

Your client is a parcel delivery company. One of their client contracts requires 99% on time delivery. Currently they deliver only 88% of parcels on time. How can they improve on time delivery?

Structuring a wild card case prompt

McKinsey (2020). You have a U.S.-based retail client that would like to more closely mirror its clientele and its workforce. Currently 25% of their executive team are women, and the client would like to increase this share. What would you like to evaluate to have more women in executive suite?

External outlook	Client's % of women among execs	Career funnel	Key drivers to attract women
▪ Benchmarking against major retail players ▪ Change of this % over time	▪ Definition of the indicator (e.g. what is an executive role?) ▪ Historical dynamics ▪ Break-down by department	▪ Stages and channels (external recruiting vs internal promotions) ▪ Performance (e.g. conversion rate, drop-out rate) ▪ Size of funnel (e.g. # women, # executive spots)	▪ Compensation level ▪ Brand perception of the client as employer ▪ Female employees' satisfaction