



McKinsey & Company

- How to apply
- Winning applications

April 2010

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What position is best for you?



Possibility to apply for internships

- 8 - 12 weeks
- More information at www.mckinsey.com

¹ After approx. 2-3 years work, you will have the opportunity to study for an MBA or a PhD (full-time) while benefiting from financial support. On your return, you will re-start as an Associate

How to apply

More information at www.mckinsey.com

Documents to send

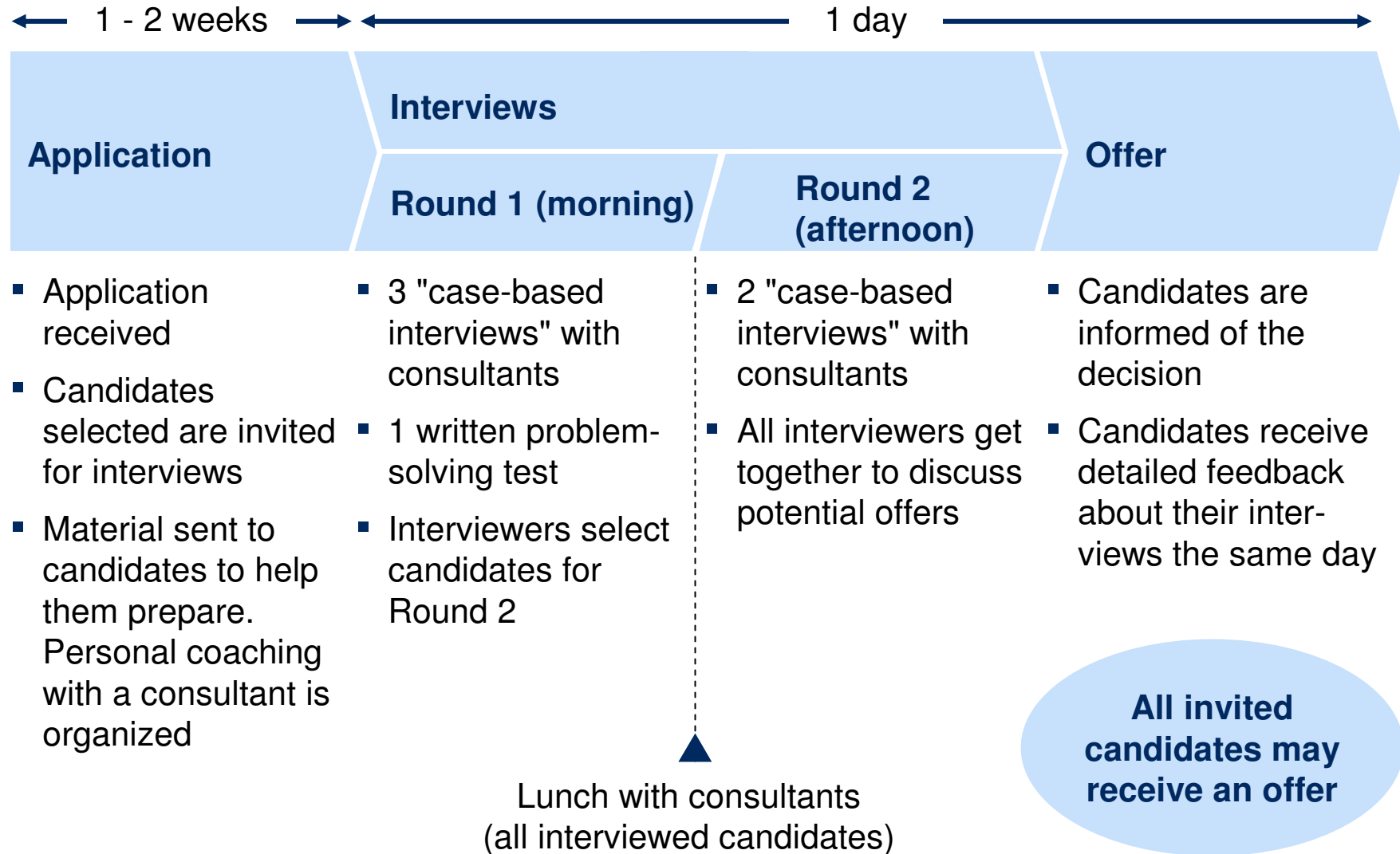
- In French or in English for our Geneva office
- In German or in English for our Zurich office
- Application letter
- Curriculum vitae
- Copy of school-leaving certificate and grade report
- Copy of university degree and grade report (bachelor and master)
- Other references (work certificate, etc.)

You may post your application

- Online (most practical method) www.mckinsey.ch
- By e-mail: recruiting@mckinsey.ch

- If you have any questions, contact Laura Beetschen, Recruiting, by phone at +41 22 744 2778 or by e-mail at laura_beetschen@mckinsey.com

What does our recruiting process look like?



Contents



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What employers look for in a CV

Education

- Details of **studies**: dates, title of degree obtained, academic exchanges, etc.
- Subject matter of **academic work**, e.g., for master's or doctorate
- **Standard tests** passed (e.g., GMAT, TOEFL)

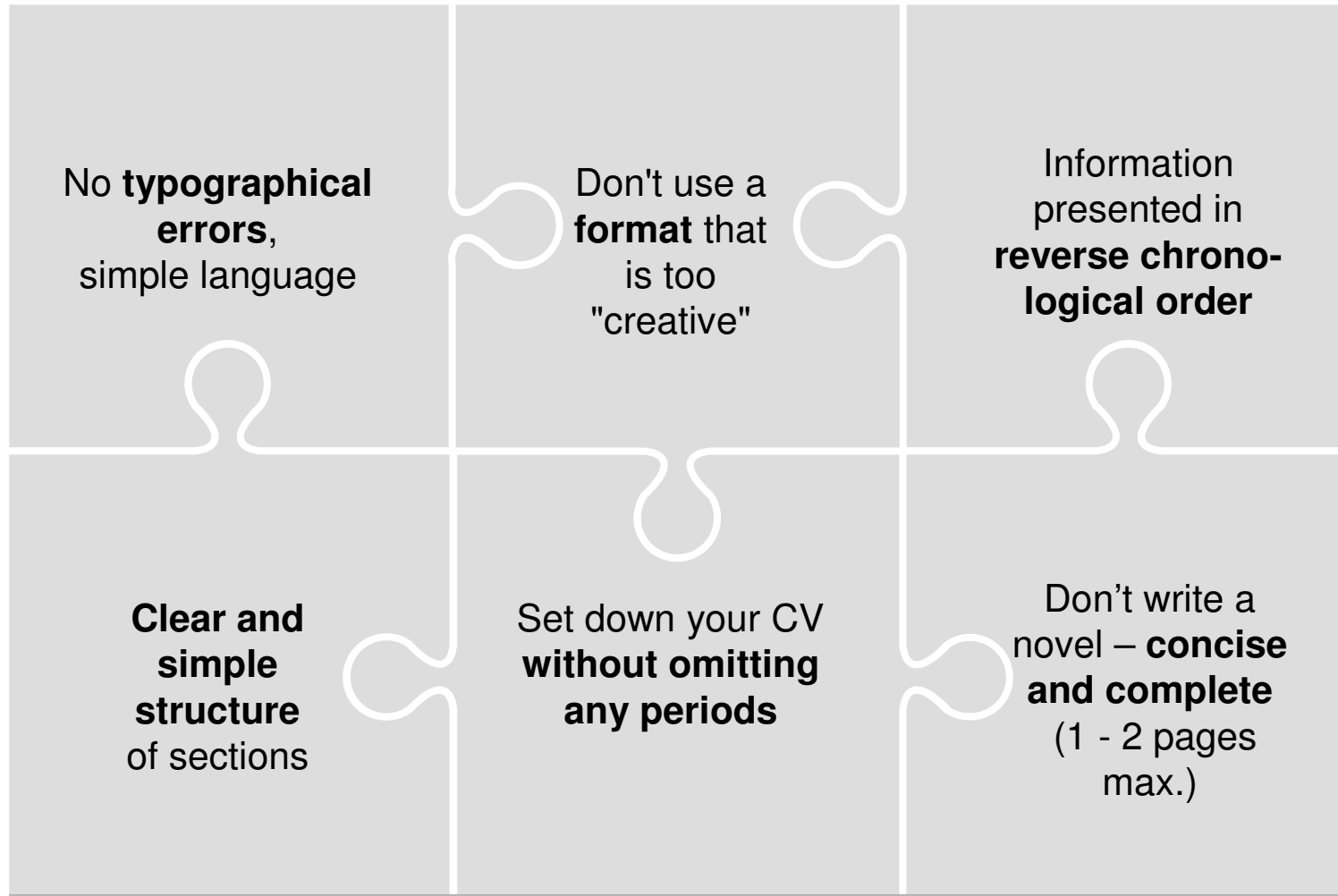
Professional experience

- Information on **internships** (length, function, activities)
- **Professional activities** outside of studies
- General: an overview of your strengths

Other competencies and potential

- **Extracurricular activities** (e.g., membership of clubs, associations, other networks, military service)
- **Sports** activities (hobbies, competitions)
- **Language** abilities (do you speak "a little, comfortably, or fluently"?)
- General: overview of your **strengths and abilities to take initiatives**

Characteristics of a good CV



Contents of a good CV

Personal information

Name (in capital letters), address, phone and e-mail, at top of page 1 (if necessary, attach photo top right)

Education

- Start with last completed studies; mention the title and major(s)/minor(s) obtained at each university. Period of study is placed left in margin; each year since the end of your studies must be covered; indicate month and year
- Start with university name, followed by the study course title
- Mention all distinctions and other awards

Experience

- Internships, full-/part-time professional activity and/or military service
- Names of societies
 - Functions or positions involved
 - Responsibilities/tasks
 - Results and achievements

Various/extra-curricular activities

- Activities beyond professional experience or studies
- Interests
- Foreign languages
- Publications
- Etc.

General comments

- Mention in the margin the month and the year relating to each entry
- Set all section headers (e.g., Education, Professional Experience) in bold. Never underline!
- Personal information (e.g., age, civil status, children) is recommended
- References, if requested explicitly
- Don't use a format that is too creative, avoid using logos

Structure of a good CV: example

Ideally, the CV should be one to two pages

First name, last name **Optional: passport-type picture**
Nationality
Optional: date of birth and civil status
Contact details (mobile phone and e-mail address)
Address

PROFESSIONAL OBJECTIVES (OPTIONAL)

- Briefly describe your professional objectives

EDUCATION

- Start with your most recent studies
- Mention precise dates
- Mention the name of the university, the diplomas obtained as well as prizes and distinctions
- Mention the subject of your thesis and eventual grade
- Possibly mention the final results of your BA and MSc
- Also insert here further education such as GMAT, CPA, etc.

Examples:
 June 04: **GMAT** (score: xx)

Jun. 03 – Mar. 04 **UNIVERSITY OF ST. GALLEN** for Business Administration, Economics, Law and Social Studies (Switzerland); **MSc** in Business Administration, specialization in strategic management (Final grade: xx)
Masters thesis in the field of strategic management - "Building portfolios of strategic initiatives": The Case of the Financial Industry (Grade: xx)

Dec. 02 – May 03 **STOCKHOLM SCHOOL OF ECONOMICS** (Sweden)
 Exchange term as part of the CEMS Master Programme

Oct. 99 – Oct. 02 **UNIVERSITY OF ST. GALLEN** for Business Administration, Economics, Law and Social Studies (Switzerland); undergraduate studies (Final grade: xx)

Aug. 92 – May 99 **SECONDARY SCHOOL**, Zurich, (Switzerland)
 "Matura" in business and economics
 Award for excellence in mathematics (June 93)

PROFESSIONAL EXPERIENCE

- Start with your most recent work experience
- Mention relevant professional experience only
- Indicate internships and professional experience besides studies
- Indicate company, precise dates, position held and briefly describe the main tasks

Examples:
 Jan 07 – Mar. 07 **MARKETING COMPANY, INC.** (Scandinavia)
 Practical training in the marketing department of the cosmetics and shampoo divisions
 - Assistant to the marketing manager in the strategic business unit Bodycare
 - Prepared several internal reports
 - Conducted comparisons and market studies in the Nordic bodycare sector
 - Analyzed the packaging of the main competitors in the Nordic bodycare sector

Oct. 06 – Dec. 06 **BANK XYZ**, (Switzerland)
 Practical training in the brokerage line research department
 - Assistant to the Head Analyst for food and beverage
 - Contributed to a study on the European food & beverage industry
 - Conducted comparison studies in the food & beverage sector
 - Analyzed the foreign currency exposure of Swiss Market Index (SMI) companies

EXTRA-CURRICULAR ACTIVITIES

- E.g., involvement in associations or other networks, military service, sports clubs, volunteering
- In general, show ability to drive projects and to lead

Examples:
 Oct. 02 – Jul. 03 **Student Union of the UNIVERSITY OF ST. GALLEN** (Switzerland)
 Member of the board responsible for international affairs and head of the International Committee
 - Represented the student union at international events
 - Cultivated and established international contacts
 - Led a team of 35 people taking care of guest students and organizing international students exchanges
 - Coordinated these projects, especially the sponsorship
 - Supervised all organizational and administrative tasks

Dec. 01 – Jan. 02 **Association for poor children in Ghana** (Ghana)
 Volunteering, helped to build a school for poor children

1995 – 1998 **Tennis Club**, Zurich, (Switzerland)
 Active player (competition)

LANGUAGES

- Languages (indicate proficiency level)
- Indicate language tests and Certificates such as Cambridge Certificate, TOEFL, etc.

Examples:

German	Native language
French	Advanced
English	Advanced (Cambridge Certificate, June 2006)
Spanish	Conversational

COMPUTER SKILLS

Examples:
 MS Office (Word, Excel, PowerPoint), Lotus Notes, etc.

INTERESTS

- Hobbies: sports and other interests

Examples:
 Travelling (backpacking in India, Vietnam and Cambodia), jogging, reading

St. Gallen, July 2005

Most frequent errors in a CV

- Missing content, e.g., extracurricular activities, hobbies, outstanding performance
- Incomplete chronology, periods not covered in CV
- Insufficiently detailed indications, especially giving the year without the month
- Information not properly ordered, chronology or sequence of individual sections lacks structure
- Too long (more than 2 pages)
- Unprofessional appearance, e.g., typographical errors, hard to read fonts, unstructured layout, poor print quality

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Application letter

What is the goal of an application letter?



- It explains to an employer why the position and the company interest you
- It helps to highlight some of your experience and competencies that would be useful in the position: why should the employer recruit you in particular?
→ It's a complement to your CV, not a summary of your CV!
- Purpose:
It has to grab the attention of a potential employer and make him/her want to meet you

Key points in writing an application letter

- Do your research on the company
- Address your letter to an actual person, whenever possible. If not, use "Dear Sir or Madam" and avoid outmoded phrases like "Messrs."
- First paragraph should be short and explain clearly the position you are applying for or the position/department that interests you
- Be specific: what are the competencies you could bring to the firm/position; give brief examples of situations in which you have put into practice/demonstrated these competencies
- Show you are sure of your abilities without appearing arrogant
- Be brief: never more than 1 page
- Avoid typographical and grammatical errors at all costs!
 - Generally, try to put yourself in the employer's shoes, e.g., by asking yourself:
 - Why you?
 - Without knowing your CV, would your proposition appear clear to you?
 - What key competencies is the employer looking for? (Note: often mentioned in the job advertisement or on the company website)
 - Etc.

Avoid

- Sending a photocopy that looks like part of a mass mail-shot! Send an original to each potential employer
- Errors in the person's or company's name
- Being too vague or getting lost in too much detail
- Using jargon from application manuals or repeating what you find on the internet. Make your letter personal!
- Letting the potential employer decide the post for which you'd be best suited
- Forgetting to follow up if you specifically mention you will do so

Example

Daisy Duck
Chemin du Stand 26
1110 Morges
079 / 456 99 99

McKinsey & Company
Recruiting
Av. Louis-Casai 13
1209 Geneva

Morges, October 18, 2005

Dear Madame Brunner,

I am writing to you to explore the possibility of pursuing a career with McKinsey & Company. With a Ph.D in Chemistry and a strong academic background, I am very keen to use both my scientific knowledge and my personal skill to succeed in a new and challenging position, and as such, I am very interested in a career in consultancy.

An Irish national, and a native English speaker who is also proficient in French, I obtained both my undergraduate degree and my PhD. from Trinity College Dublin, Ireland. My PhD. in Medicinal Chemistry focused on the preparation of prodrugs of an anti-cancer drug, which is currently in clinical trials. This work was complemented by a postdoctoral stint at the University of Geneva where I obtained eight publications in a number of international journals.

I am naturally analytical and have a strong capacity for problem solving. My academic career has given me the opportunity to work successfully both as an individual and as a team player, and has proven my ability to efficiently manage projects, including those relating to industry.

In addition, I am an excellent communicator with much experience in presenting material both orally and in the form of written reports. My strong interpersonal skills have benefited greatly from a number of temporary positions taken to finance both my under- and postgraduate studies

I am a creative and enthusiastic individual who strives to achieve, and as such, I know I have a lot to offer McKinsey & Company.

Please find enclosed copies of my curriculum vitae and university diplomas.

Should my background be of interest to your company I would be delighted to have the opportunity to discuss my application with you.

Yours faithfully,
Daisy Duck, Ph.D

Where can you go to learn more?

✓ Home pages of company websites and internet in general

✓ Other academic events

✓ Your university career center

✓ Publications and brochures