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day-to-day decision-making.

The McKinsey Mind  
- Understanding  
and Implementing  
the ...

This book (which I keep calling "the Minkey Mind" after Peter Seller's character in the Pink Panther) is an illuminating view

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into the  
brainwashing and  
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that many of  
America's CEOs  
and consultants  
spout without  
much forethought.

McKinsey Mind by  
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manual, "The McKinsey Mind", reveals the hands-on secrets behind the powerhouse firm's success and discusses how executives from any field or industry can use those tactics to be more proactive and successful in their day-to-day decision-

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## McKinsey Mind: Understanding and Implementing the Problem ...

The McKinsey Mind picks up where The McKinsey Way left off. Most of that book was taken up with a description of consulting McKinsey-style in

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the context of a typical project—"engagement" in Firm jargon. It started with the sale of the engagement and moved step by step through the implementation of McKinsey's solution.

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different tools and

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approaches that I could integrate into my existing business practices right now. It was also really interesting to hear how McKinsey alumni handled working in other companies ...

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McKinsey Mind ...

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2. Analyzing

Framing 1.

Structure a. MECE:  
Mutually Exclusive,  
Collectively

Exhaustive b. Don't  
Reinvent the wheel

c. Every problem is  
different d. Logic

Tree (break down  
your problem) 2.

Hypothesis a. Solve



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the problem at the  
first meeting b.

Proper prior  
preparation c.

Brainstorming d.

QDT – Quick Dirty  
Test (what

assumptions are  
you making that  
need to be true in  
order ...

Notes on "The  
McKinsey mind" -

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In this interview, Unilever's Peter ter Kulve, president of the company's home-care division and its former chief digital and growth officer, discusses the importance of a companywide growth mind-set with McKinsey's Biljana

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Cvetanovski. The following is an edited version of their conversation. How important is growth for Unilever?

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learn how to think with the same discipline and devotion to creating business success. According to the maxim, giving a man a fish may feed him for a day, but teaching him to fish will feed him for a lifetime.

The McKinsey

*Page 20/35*

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The model was  
developed in the  
late 1970s by Tom  
Peters and Robert  
Waterman, former

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consultants at  
McKinsey &  
Company. They  
identified seven  
internal elements  
of an organization  
that need to align  
for it to be  
successful.

## The McKinsey 7S Framework - Mind Tools

It explains, step-by-



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step, how to use McKinsey tools, techniques and strategies to solve an array of core business problems and to make any business venture more successful. Designed to work as a stand-alone guide or together with The McKinsey Way, The McKinsey

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reading list and  
asked 60 diverse  
leaders to share  
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inspired them, that have provided a much-needed respite, or that they look forward to reading. We hope you draw some inspiration from this list and find ways to restore yourself during these unusual times. Speaking of

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