

Boston Consulting Group

"The innovators of strategy consulting"

FOUNDED 1963, Boston	EMPLOYEES ~33,000 globally	OFFICES 90+ cities worldwide	KNOWN FOR Intellectual culture, innovation, digital
ROUNDS 2 rounds, 2–3 interviews each	CASE STYLE Ambiguous, open-ended	ONLINE CASE Used for screening in some offices	FIT STYLE Intellectual, debate-oriented

WHO THEY ARE

BCG was founded in 1963 and invented the Growth-Share Matrix and experience curve concept, fundamentally shaping how companies think about strategy and competition. The firm is now \$14.5B+ with strong coverage across all major industries. BCG distinguishes itself as the intellectually adventurous MBB firm willing to challenge conventional wisdom and take unpopular positions. The BCG Henderson Institute produces influential research that reaches C-suite strategy conversations. Recent focus areas include digital transformation, sustainability, and emerging markets, reflecting both traditional strategy and modern business shifts.

WHY PEOPLE WANT TO WORK HERE

BCG attracts candidates who want MBB credibility plus the feeling of doing something original. The culture rewards challenging frameworks rather than blindly applying them, which appeals to people who think rigorously about difficult problems. BCG X (tech build and design) and AI/data science capabilities are more mature than peer MBB firms, making it attractive to technical candidates who want to stay close to building. Compensation matches the MBB tier. Alumni disproportionately include founders, academics, and people launching new ventures. The network is smaller than McKinsey's but more concentrated in entrepreneurship and innovation.

INTERVIEW PROCESS

Two rounds, typically two to three interviews per round, each containing fit and case components. BCG cases are deliberately ambiguous and open-ended, prioritizing how you handle uncertainty over perfect framework application. Some offices use the BCG Online Case, an 80-minute interactive simulation for initial screening, particularly in Europe. Check your target office's use of it before applying. Fit questions are substantive and probe intellectual curiosity beyond direct experience. Expect questions about business problems you've read about recently or requests to take a position on controversial topics in your field.

WHAT THEY'RE REALLY EVALUATING

BCG is less rigid about framework precision than McKinsey. They evaluate creativity, intellectual flexibility, and your ability to form and defend a viewpoint under pressure. Technically correct but uninspired analysis loses to candidates who take interesting positions and argue them convincingly. Intellectual curiosity carries heavy weight in fit: demonstrating that you read widely, think independently, and bring external perspectives matters significantly. Communication must be crisp and structured like all MBB firms, but your case synthesis should sound like a recommendation with conviction, not a summary.

STANDOUT QUESTIONS

1. Tell me about a time you had to develop a creative solution to a problem where the obvious approaches weren't working.
2. Describe a situation where you changed your mind about something important. What convinced you?
3. Tell me about a time you worked through a highly ambiguous or unstructured problem. How did you bring order to it?
4. What's a business or strategic question you've been thinking about recently? Walk me through your view.
5. Tell me about a time your analysis led to a recommendation that was unpopular. What did you do?
6. Why BCG specifically? What is it about this firm's approach that resonates with you?

INSIDER TIPS

- Take positions and defend them. BCG values intellectual conviction. A candidate who hedges everything and refuses to commit to a view will score lower than one who takes a stand and backs it up logically, even if the final answer is imperfect.
- Prepare something interesting to talk about in fit. BCG interviewers probe intellectual curiosity hard. Have a specific answer ready for "what have you been reading or thinking about lately": something that shows you engage with ideas beyond your immediate work.
- Practice with ambiguous case prompts. If you've only practiced clean, well-defined cases, BCG's open-ended format will feel disorienting. Find case prompts with vague objectives and practice defining the problem before solving it.
- Know your "why BCG" answer cold, and make it specific to BCG's intellectual culture, not just consulting generally. Generic "I want to work on complex problems" answers won't land here.