

## Return of the good, the bad, and the funny

### You know you're really McKinsey when...

06 Jun 2008



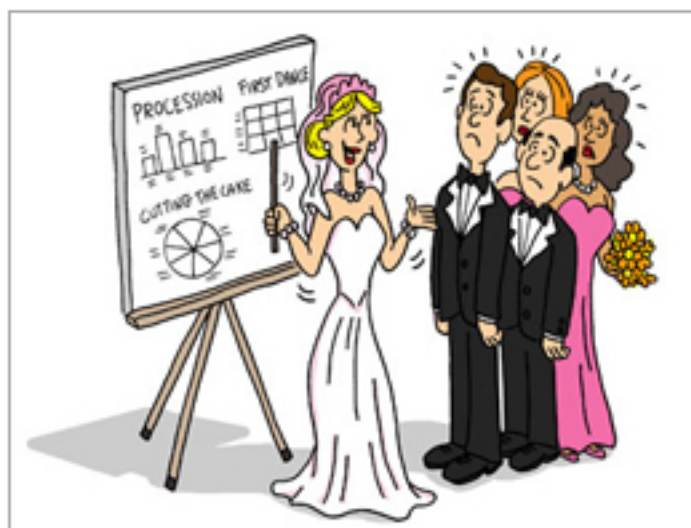
The jokes go something like this: You know you're a consultant when you: a) give constructive feedback to your dog, b) re-org your family into a "team-based organization," c) write executive summaries on love letters or d) all of the above. Of course, you already know the correct answer: D.

But do you know what it takes to be an expert on McKinsey consulting?

As part of our continuing look at the lighter side of McKinsey, we queried a cross-section of colleagues. Their answers were uniformly impactful, inspirational, and indicative of a slightly scary solution space. Consulting creep - or the occasions when McKinsey language and approach tie up family and friends in work-based problem-solving loops - has a way of growing beyond the workplace, often with amusing results.

The contributions below, along with your additions, will compete for the ultimate prize in our 2008 McKademy Awards contest at the end of this year.

But first:



### You know you're McKinsey when...

- You distribute a pack and an Excel spreadsheet to ushers and the bridal party at your wedding.



*Kristin-Anne  
Rutter (LON)*

- You advise your friends to use the feedback model to settle their domestic disputes.

- **Kristin-Anne Rutter** (LON), Associate



*Scott Keller*  
(CHI)

- Your spouse returns from a weekend away to find the kitchen has become 'lean' and not in the 'less fattening' sense (bread, butter and the toaster now positioned for no bottlenecks; 'visual management' of the household on the fridge, etc...)

- **Scott Keller** (CHI), Partner



*Susie Cranston*  
(SFO)

- You make a graphic Christmas card on PowerPoint because you're unable to use other programs.
- You have to be restrained from trying to use lean principles to educate the Starbucks baristas on how to move the line more quickly.
- Your vacations are based around office events.

- **Susie Cranston** (SFO), Engagement Manager



*Navjot Singh*  
(NYO)

- You decline to work on your wife's 10 weekend chores since you can only do 3 things.
- You use your BlackBerry to teach your kids alphabets and numbers.
- You have your own personal performance dashboard with three buckets of metrics, e.g. Hours with Kids, Exercise Hours, Weight Trends.
- Your wife compliments you on your strategic thinking but lack of implementation at home.
- You're convinced that every problem can be solved.

- **Navjot Singh (NYO)**, Partner



Laura Nilsen  
(SEA)

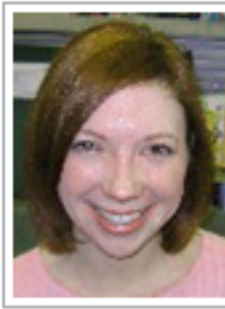
- You use the phrase "let's be clear" on something completely inconsequential, such as the right parking lot to use at Gymboree.
- You employ "skill and will" to get out of doing something at your child's school, such as "I have neither the skill nor the will to market this rummage sale..."

- **Laura Nilsen (SEA)**, EEO Specialist



- You don't make sandwiches - you "architect" them.
- A child asks you to explain what you mean by "e.g."
- You usually work on something else during conference calls.
- You laugh harder at Partners' jokes.
- Someone has asked you to stop using the Blackberry in bed.

- **Anonymous** Communications Specialist



*Heather  
Gessino-Kraft  
(CLE)*

- You end lunch with your best friend by bringing it to a "hard stop" at 1:30.
- You map all your Christmas gift ideas and purchases on an Excel spreadsheet.

- **Heather Gessino-Kraft (CLE)**, Alumni Relations Specialist



*Lisa Berenson  
(PHL)*

- You find yourself asking your mother to synthesize her advice.
- You determine that Borders really could have been more efficient at distributing Harry Potter books at midnight.
- You begin to think that the only excuse for taking more than an hour to reply to an urgent email is that you're on a flight.
- You start sending friends emails with 3 or 5 bullet points.

- **Lisa Berenson (PHL)**, Associate



*Sercan Celebi  
(NJE)*

- You review the pros and cons of primary school with your little sister.

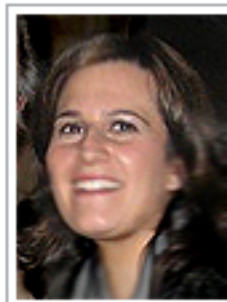
- **Sercan Celebi (NJE)**, BA

- You demand to know the 'so what' during a lengthy phone conversation with your mother.
- You plan your sister-in-law's shower on Microsoft Project, and invite the bridesmaids to a status update meeting.

OK, now that you've got the idea, please add your everyday encounters to our growing collection.

Again, at the end of this year, we'll revisit the good, the bad and the funniest quips for competition in the much-heralded McKademy Award presentation.

Thank you for sharing your wit, wisdom, and wacky experiences.



*Rachel Schmell*  
(NYC)

## You know you're McKinsey when...

[view](#)[edit](#)[track](#)

Thanks for sharing!

### You find yourself putting

You find yourself putting "preliminary for discussion only" stickers on your wedding invitations

By Shahar Markovitch at Thu, 06/05/2008 - 3:02pm | [delete](#) | [edit](#) | [reply](#)

### You ask your future wife to

You ask your future wife to marry you with a 30 page PowerPoint "Letter of Proposal."

By Drew Ungerman at Thu, 06/05/2008 - 5:16pm | [delete](#) | [edit](#) | [reply](#)

### ...you find yourself using

...you find yourself using the term "maximum option value" to justify dating decisions

### You frequently remind your

You frequently remind your husband that his Meyers Briggs type makes it very difficult to effectively communicate

By Jennifer Schmidt at Thu, 06/05/2008 - 5:27pm | [delete](#) | [edit](#) | [reply](#)

### You listen to your vmails on

You listen to your vmails on speaker phone while doing some work in order to multi-task, then press the "speed up playback button" (which beeps when you press it) and your significant other (who has actually been talking to you live) says "What was that? Did you just try to speed me up?!?".

Yep. I did that.

By Brian Rolfes at Thu, 06/05/2008 - 5:30pm | [delete](#) | [edit](#) | [reply](#)

### You've been asked to

You've been asked to "decomplexify" a slide. You've used a Powerpoint deck in a discussion about feelings.