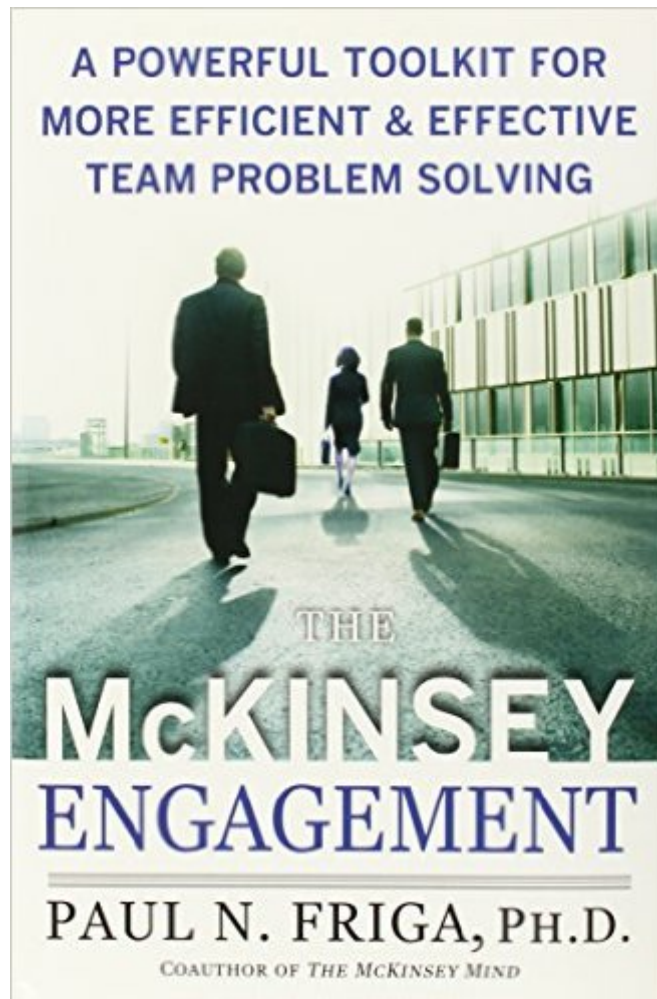


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The McKinsey Engagement: A Powerful Toolkit For More Efficient And Effective Team Problem Solving



Synopsis

The third volume in the internationally bestselling McKinsey Trilogy, *The McKinsey Engagement* is an action guide to realizing the consistently high level of business solutions achieved by the experts at the world's most respected consulting firms. Former consultant Dr. Paul Friga distills the guiding principles first presented in the bestselling *The McKinsey Way* and the tested-in-the-trenches methodologies outlined in *The McKinsey Mind*, and combines them with many of the principles and procedures implemented by the military and other organizations. The result is nothing less than the business equivalent of a Special Forces Field Manual. True to its stated goal of arming consultants and corporate problem solvers with a blueprint for achieving consistently phenomenal results, *The McKinsey Engagement* is short on theory and long on action. Each chapter focuses on one element in the celebrated TEAM FOCUS problem-solving model and features a concise discussion of a key concept or principle, followed by:

- Clear rules of engagement
- A set of operating tactics
- Sophisticated problem solving tools
- Easy-to-follow action steps
- Exercises, checklists, and training tips
- War stories and best practices case studies
- A toolkit for bringing clarity, discipline, and purpose to all your problem-solving and change management initiatives

The McKinsey Engagement is an indispensable guide for consultants, as well as for executives, managers, students, and corporate trainers.

Book Information

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Customer Reviews

While this reviewer is initially commenting on "The McKinsey Engagement," he also looked at both

"The McKinsey Mind" and "The McKinsey Way" as the books really do inform one another as a trilogy. As Rasiel comments in the first book, "3" is a "magic" number at McKinsey as most pronouncements there seem to come in threes (see page 3). "The McKinsey Engagement" basically fills in and conveys the McKinsey problem solving method as it can be applied by a team. Its tenor is much more tactical than the other two books, an appropriate field guide for a business school or other group seeking to proceed and learn along this path. Apparently, for this reason, the author complements the core McKinsey material with other information to provide more detailed information on running a TEAM with a FOCUS on this method (acronyms for the main ideas in its two main emphases). So taken in this light the author succeeds in what he is trying to do. Although, one should also consult the other volumes depending on one's interest. For instance, Friga's book deals with the various aspects of "The McKinsey Engagement" such as forming hypotheses, being MECE (i.e. mutually exclusive and collectively exhaustive), constructing issue/decision trees, and collecting data as they are applied by a team. However, his work with Rasiel in "The McKinsey Mind" provides more of a rationale for the use of these elements and their background (e.g. the benefit of structure, the combination of intuition and data, gut instincts and experience, as part of fact-based decision making).

This is the latest, best but to be frank - hopefully the last of a trilogy of books on the methods used by the management consulting firm McKinsey (The McKinsey Way and The McKinsey Mind being the prior two). It offers a methodology, a toolkit to run a high performing project team and to deliver solutions on business problems. I say I hope it to be the last, not because the books are especially sub-par, but because the series have reached the end of the road with regards to what could be squeezed out of the material they present. If the first book leaned towards describing the culture and process of The Firm and the second picked up on lessons from McKinsey alumni, then The McKinsey Engagement focuses on practical examples instead of theory. The book is the result of six years of conducting interviews, developing concepts and synthesizing ideas. Business Professor and McKinsey alumni Paul Friga pitch his book as "[...]a field guide for busy professionals [...] who are facing a team problem-solving situation but don't have much time to get to the main point or recommendation." Also, the author has taken the liberty to deviate from pure McKinsey material and the main model presented is not from within The Firm but is instead the authors own modified version of the same type of process. This is actually a good thing. When employees leave The Firm they make a vow of silence regarding their previous employer's business secrets. This had hindered the previous two books. By constructing his own so called TEAM FOCUS-model Friga escapes this

trap and still presents essentially the same thing. This makes the third book the most interesting of the trio.

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