

Chapter 16: Take These Three Things with You Wherever You Go

The McKinsey Way — Ethan M. Rasiel • Executive Strategy Breakdown

THE MCKINSEY WAY

1 The Indispensable Rolodex: Carrying Your Trusted Network

- ✓ Your most powerful consulting asset is not your laptop, but the list of trusted domain experts, technical analysts, and former colleagues you can summon instantly.
- ✓ When confronted with an unprecedented industry dilemma at 10 PM, having direct access to an expert in the field provides answers that search engines cannot replicate.
- ✓ Continually nurture and update your personal contact directory, categorizing specialists by industry, functional skill, and analytical expertise.

2 Analog Capture: The Discipline of the Notebook and Pen

- ✓ In a world of digital screens, carrying a physical notebook and quality pen remains the ultimate tool for active listening, diagramming, and rapid insight capture.
- ✓ Typing on a laptop during sensitive executive interviews creates an impersonal barrier, whereas writing in a notebook signals undivided attention and respect.
- ✓ Sketching issue trees, concept frameworks, and data relationships by hand stimulates cognitive synthesis far faster than navigating presentation software.

3 Emergency Preparedness: The Clean Shirt and Frictionless Kit

- ✓ Unpredictable crises strike without warning: last-minute flights, spilled coffee before a CEO briefing, or unplanned overnight client workshops.
- ✓ Always carry a spare dress shirt, essential grooming supplies, and basic emergency items in your briefcase to preserve executive polish under chaotic conditions.
- ✓ Professional poise is maintained when unexpected travel delays or emergency summons find you prepared, composed, and ready to enter the boardroom.