



The McKinsey Engagement: A Powerful Toolkit For More Efficient and Effective Team Problem Solving (Management & Leadership)

By Ph.D., Paul N. Friga

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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.

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Editorial Review

About the Author

Paul N. Friga, Ph.D., worked with McKinsey & Co. at its Pittsburgh office as an associate consultant. He holds an MBA and a Ph.D. in strategy from the Kenan-Flagler Business School at the University of North Carolina and has conducted numerous consulting projects throughout his career and continues to work with Fortune 500 companies throughout the world. He has also worked for PricewaterhouseCoopers as a management consultant and continues to research the consulting industry. Dr. Friga is an associate professor at the Kenan-Flagler Business School, where he teaches courses in management consulting and strategy. He also serves as the director of the consulting concentrations.

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