



BBA Thammasat - The success recipe for my McKinsey journey

Napoleon once said 'an army marches on its stomach.' This statement came to my mind when I reflected back and realized how much of my success today at McKinsey comes from the huge intake of invaluable knowledge nuggets constantly churned from the great success recipe at BBA TU.

If we say BBA is a river full of knowledge nuggets, students here have the chance not only to enjoy the great taste of friendship, but also to nourish themselves for the battle ahead in the corporate world. The knowledge you could indulge in is diverse and comes in different forms. To give you the feel of this infinite pool of knowledge, let me give you an example of 4 key knowledge nuggets that have nourished me to thrive as a management consultant at McKinsey & Company.

The first nugget is business foundation. As a management consultant, I have to identify the high impact areas within the complex problems that the clients have and systematically solve them. Through the great mix of theory and cases revolving around all core business functions, BBA has prepared me with the strong foundation to understand the

drivers behind businesses, something practical beyond the complex financial formula and accounting numbers in textbooks. Moreover, the exchange program and international environment also broadened my perspective and sharpened my business acumen to tackle business problems.

The second nugget is people interaction. At McKinsey, I have to interact extensively with diverse groups of people in different situations, ranging from 1-on-1 CEO meetings to workshops with construction officers in a middle of a desert. Though the interactions seem overwhelming for a new graduate, BBA has prepared me with lots of presentations with intensive Q&A and diverse activities. Moreover, the exposure to diverse professors and friends, local and international, taught me how to adapt my interaction to different people in different contexts. There are still a lot to learn and master with real-life experience, but BBA has groomed me well with the great fundamental of people skill to thrive further in the corporate world.

The third nugget is teamwork. Management consultants always work in team. We interact intensively up to 60-90+ hours a week. This makes teamwork very important, both in being a good team player and a good team leader when needed. BBA has prepared me with extensive team projects in almost every course and many team activities outside class. This made me ready to perform in a team in different roles, different contexts, with different people.

The last nugget I would like to mention is self-leadership. Working as a management consultant involves lots of interaction with others. However, mastering yourself is also critical. At McKinsey, embracing feedback, developing people, holding obligation to dissent, and conforming to strictest business ethics are parts of the firm culture. BBA has embedded all these to us throughout the four years. With open BBA culture, we are encouraged to ask questions when we do not understand, gently object when we disagree, and constructively give comments to benefit the class. There are lots of group studies and knowledge sharing among friends and junior-seniors in BBA family. Ethics is also embedded in everyday life (no uniform – no service, exam rules) and in various courses. Most important of all, the 'ups and downs' during BBA have taught me to accept my mistakes and learn from them. I learned that if I persevere wisely with great determination, every 'down' will eventually rise back to 'up'. And this is true, both in study and work.

Business foundation, People interaction, Teamwork, Self-leadership, and many other useful skills, such as working under tight deadline and enjoying life while working hard, are only bits and pieces of the abundant knowledge nuggets I absorbed from BBA and applied to my career at McKinsey. Reflecting back on my development, I would not be where I am today without all the Ajarns, P'P' Office, friends, family, and BBA. So, wondering what is the success recipe for my McKinsey journey? My answer: BBA TU.