Strat-Bridge
SEARCH: MANAGEMENT CONSULTING

PARTNER CANDIDATE PITCH · INTERVIEW STAGE 3

Partner Business Case

[Candidate Name]

[Target role — e.g. Partner, UK & Ireland]

Presented to [Hiring Partner], [Firm] · [Month Year]

Structured against [Firm]'s partner model: value proposition · client base · business plan · practice development.

READ ME FIRST

How this case is built

A repeatable narrative, told four ways. Keep the layout that fits your evidence.

The spine of your case

1. This is the market
2. This is the problem my clients face
3. This is how I solve it
4. Why clients trust me — over your competitors
5. The revenue I can bring
6. How I will scale on your platform

Every stage of the process, and what each one tests: www.strat-bridge.com/interview-preparation

How to work with this template

- Options A/B/C are the same content laid out differently — keep one.
- Replace every [bracketed] placeholder with real numbers, names and accounts.
- A sales document about your book, not a strategy deck about the firm.
- Quantify in €, and separate origination from delivery in every figure.
- Rehearse the ten-minute cut-down — know which four slides survive.

THE FOUR SECTIONS

1 Value proposition

2 Client base & network

3 Track record & revenue

4 Business plan & fit

1 · VALUE PROPOSITION

OPTION A OF 2

Who I am, in numbers

Lead with proof points. Big numbers create instant credibility.

25+	**3×**	**€[XX]m**	**[10]+**
Years partner-level	Practices built from scratch	Career origination	Industries served

[Headline positioning — e.g. "Proven digital-operations leader with a €[XX]m track record across automotive & industrials"]

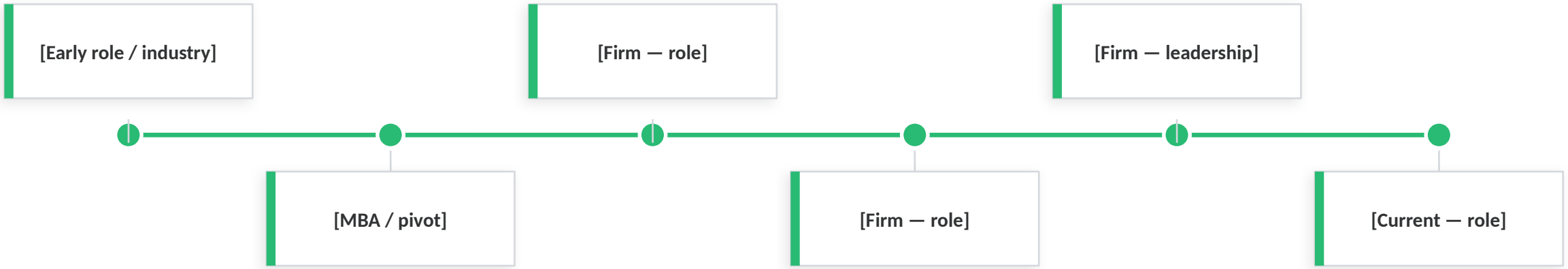
- [Differentiator — e.g. builds new practices from minimal traction, a repeatable model not a lucky run]
- [Deep expertise in [supply chain / digital transformation / operations] across [sectors]]
- [Strong origination history — €[X–Y] pipeline built from own network]
- [Access to CxO networks across [key clients]]

1 · VALUE PROPOSITION

OPTION B OF 2

Who I am, as a journey

Use the arc when your career path itself is the proof — variety, seniority, progression.



[One line tying the arc together — e.g. "From shop floor to boardroom across [N] industries: I know where clients feel pain and how to fix it."]

Where I focus

Three splits, in percentages. A hedge reads as having no niche.

Sector

[Automotive] — [60%]

[Industrials] — [25%]

[Energy] — [15%]

Functional

[Strategy] — [40%]

[Digital] — [35%]

[Transformation] — [25%]

Geographic

[DACH] — [70%]

[Nordics] — [20%]

[Global] — [10%]

Tip: split by client, project or practice — whichever you can actually evidence. Make the geographic line unambiguous; it decides where they think you can sell.

2 · CLIENT BASE

OPTION A OF 3

Network by sector

Group relationships by sector to show breadth and origination relevance.

[Sector 1 — e.g. Energy & Utilities]

[Company A] — [CIO / SVP]

[Company B] — [Head of Strategy]

[Company C] — [COO]

[Sector 2 — e.g. Manufacturing]

[Company D] — [CFO]

[Company E] — [VP Operations]

[Company F] — [Director, Digital]

[Sector 3 — e.g. PE-backed / Infra]

[Fund G] — [Partner]

[PortCo H] — [CEO]

[Fund I] — [Operating Partner]

Tip: list the 10–15 relationships that genuinely matter for origination and credibility — name the person, not just the company.

2 · CLIENT BASE

OPTION B OF 3

Named contacts by organisation

The most powerful version — but only if the relationships are real and current.

[Org / Fund 1]	[Org / Fund 2]	[Org / Fund 3]	[Org / Fund 4]
[Name] — [MD]	[Name] — [Partner]	[Name] — [Director]	[Name] — [Partner]
[Name] — [Director]	[Name] — [Principal]	[Name] — [MD]	[Name] — [Operating Partner]
[Name] — [VP]	[Name] — [Director]	[Name] — [VP]	[Name] — [Director]

Be honest about status: mark contacts as active relationships vs. reactivation. Precision beats bravado.

2 · CLIENT BASE

OPTION C OF 3

Network as an access strategy

Frame relationships by how quickly they convert to revenue.

1 Expand

Existing clients — highest conversion, lowest cost

[Account A] · [Account B] · [Account C]

2 Activate

5–10 year warm network — company & person, not just the CEO

[Relationship D] · [Relationship E] · [Relationship F]

3 Originate

New, targeted — Board / C-suite only, pain understood first

[Target G] · [Target H] · [Target I]

3 · TRACK RECORD

OPTION A OF 2

Selected impact

Situation → Approach → Impact. Sharp, quantified, 3–5 cases.

Client	Situation	Approach	Impact
[Tier-1 Automotive]	[ICE portfolio under pressure]	[Redesigned for BEV & service]	**[30% revenue growth plan by 2030]**
[Premium OEM]	[Missing B2C access]	[Built digital services & app]	**[€500m new service revenues]**
[Global supplier]	[Inefficient cost base]	[Digital Twin & AI levers]	**[€[3–5]bn P&L uplift, 5–8 yrs]**
[Client D]	[Situation]	[Approach]	**[€[X]m impact]**

3 · TRACK RECORD

OPTION B OF 2

Selected impact

Same cases as cards — leads with the headline number on each.

[Tier-1 Automotive]

ICE portfolio reshaped for BEV & service-based revenue

+30% revenue growth plan by 2030

[Premium OEM]

Built digital services portfolio & customer app

€500m new B2C service revenues

[Global supplier]

Digital Twin & AI efficiency levers

€[3–5]bn P&L uplift over 5–8 years

[Client D]

[Approach in one line]

€[X]m [impact descriptor]

3 · REVENUE

OPTION A OF 2

Revenue & origination history

Year-by-year, with the accounts behind the numbers.

Year	Personal revenue (€m)	Of which origination (€m)	Main accounts
2022	**[X.X]**	[Y.Y]	[Account, Account]
2023	**[X.X]**	[Y.Y]	[Account, Account]
2024	**[X.X]**	[Y.Y]	[Account, Account]
2025	**[X.X]**	[Y.Y]	[Account, Account]
2026 YTD	**[X.X]**	[Y.Y]	[Account, Account]

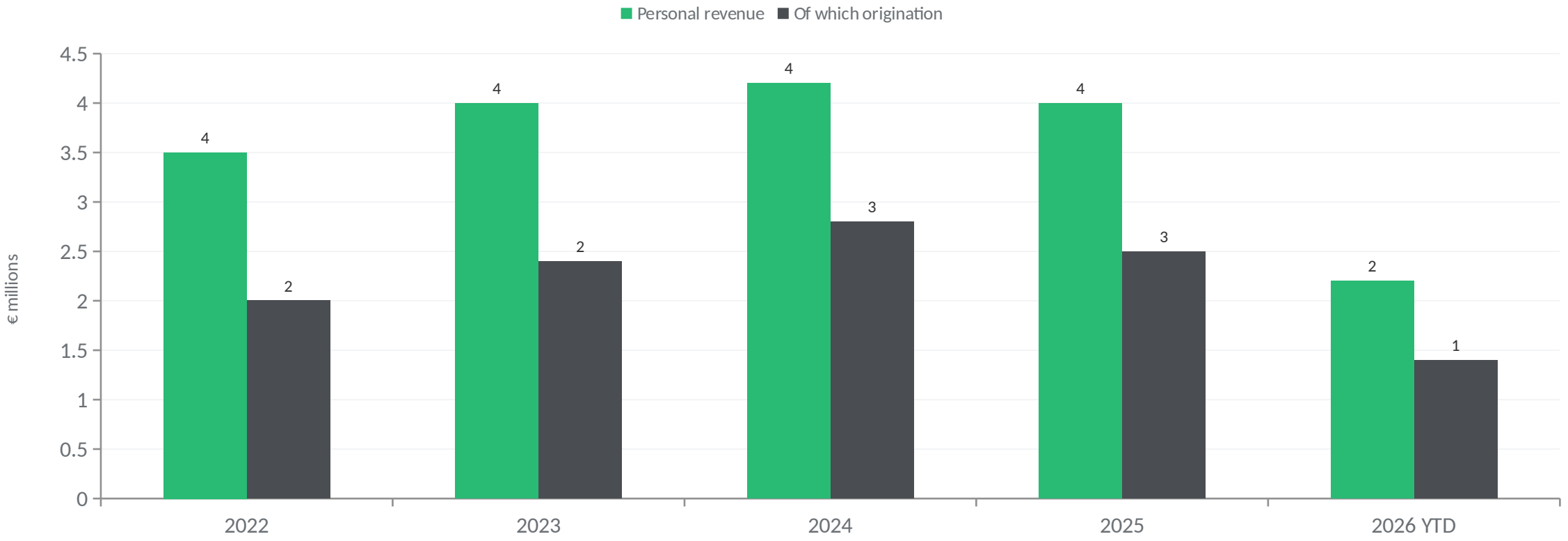
Add a total row, or split by sector, if it strengthens the story.

3 · REVENUE

OPTION B OF 2

Revenue & origination trend

Same numbers as a chart — use when the trajectory is the point.



Placeholder values shown — replace the series in the data table with your figures.

3 · REVENUE

How I originate

Short proof stories that show repeatable, self-generated revenue.

1 Built pipeline from own network

Originated €[X] at [Firm] through [network / prior clients].

2 Reactivated dormant accounts

Converted [account] into €[Y] of new revenue via [specific initiative].

3 Co-created with the client

Built a €[Z] proposition with [client], leading to [outcome].

4 Repeat business

Sustained engagements with [Client A] and [Client B] over [N] years.

4 · BUSINESS PLAN

How I build revenue

From existing relationships outward — sequenced, lowest-cost revenue first.

1

Expand existing clients

Highest-conversion, lowest-cost revenue. Always the first move.

2

Activate the network

5–10 year relationships — company & person, warm not cold.

3

New origination

AI-assisted, personally targeted. Board / C-suite only.

Expected revenue: 12 months ~€[2]m | 12–24 months +€[3]m | 24–36 months +€[5]m

OPTION A OF 2

Year-1 milestones

Phased plan with clear checkpoints for the first 12 months.

0–3 months

- Meet the team & existing clients
- Reactivate network
- [10]+ warm conversations

3–6 months

- [2] anchor clients engaged & qualified
- Existing client(s) converted
- Targeted industry approach built

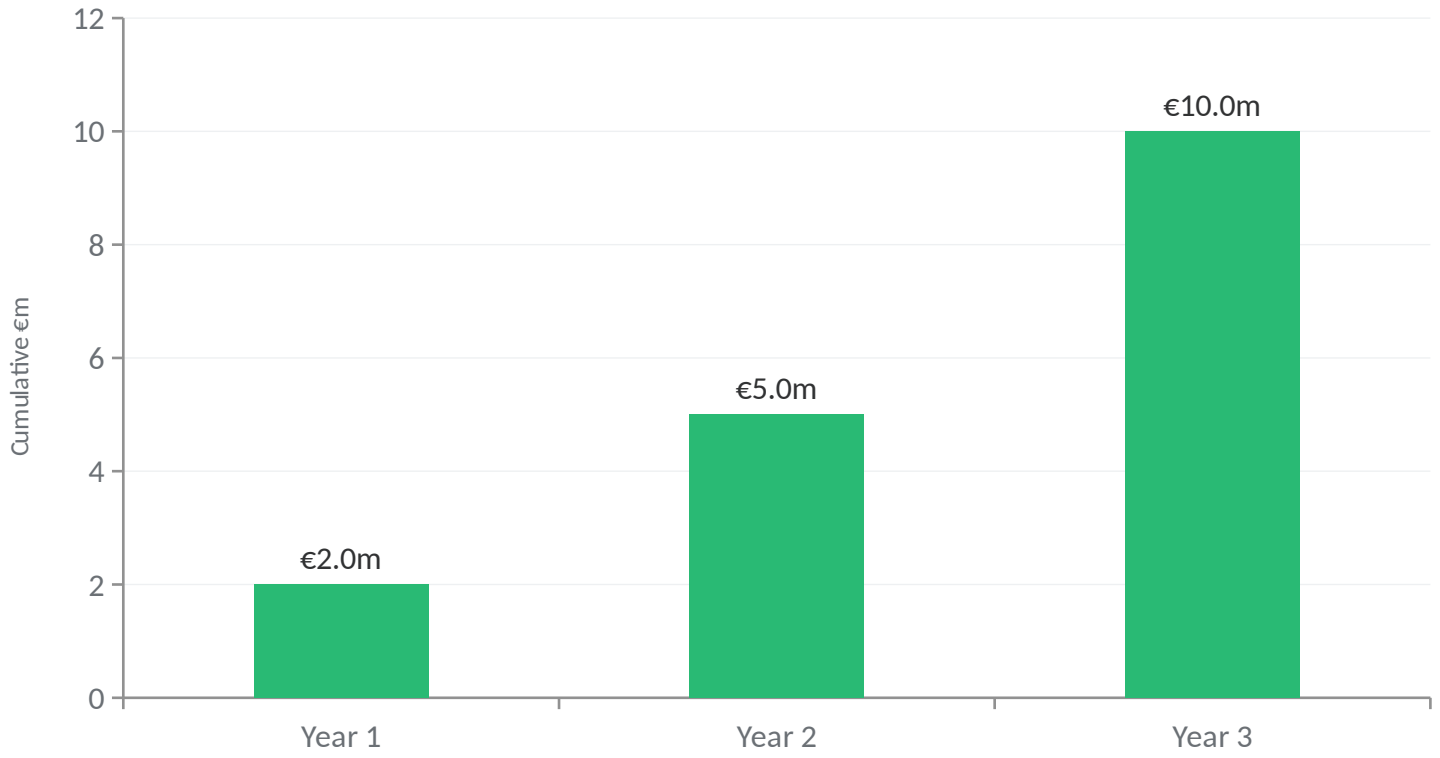
6–12 months

- First multi-year project(s) signed
- New market(s) established
- Support to other regions

Expected revenue: 12 months ~€[2]m | 12–24 months +€[3]m | 24–36 months +€[5]m

Opportunity pipeline

Same plan as a revenue ramp — use when the growth curve is the headline.



Confidence

- Year 1 — [High]: existing & warm accounts
- Year 2 — [Medium]: network activation + cross-sell
- Year 3 — [Building]: new origination & adjacencies

Illustrative values — replace with your weighted pipeline.

The first four quarters

The one-page ramp. First opportunity, likely buyer and rough size per quarter — no total.

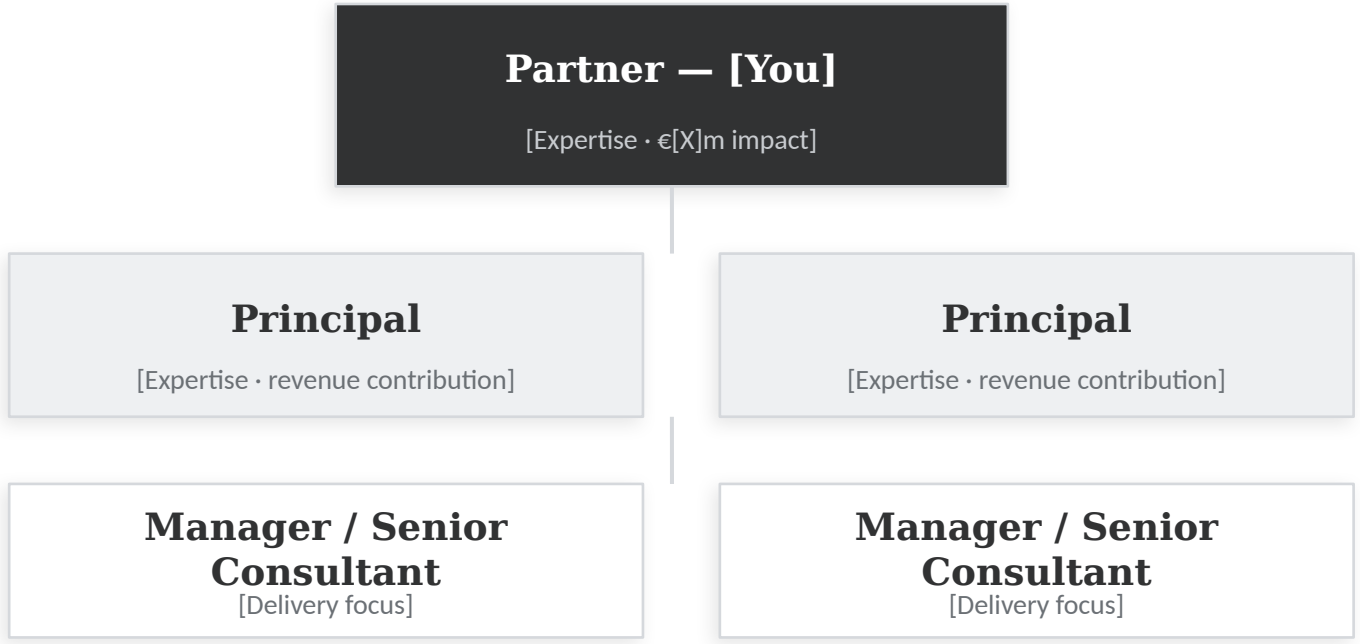
Quarter	First opportunity	Likely buyer	Rough size
Q1	**[Account — the work]**	[Name, seat]	€[X]m
Q2	**[Account — the work]**	[Name, seat]	€[X]m
Q3	**[Account — the work]**	[Name, seat]	€[X]m
Q4	**[Account — the work]**	[Name, seat]	€[X]m

No total. The per-quarter detail is the credibility — a total invites an argument about the number instead of a conversation about the accounts.

4 · BUSINESS PLAN

Team & ramp-up

Include only if moving with a team. Shows you can scale, not just sell.



Ramp-up plan: [who joins when, over what period — e.g. Partner + 1 Principal at day one, team of [8–15] within [12–18] months].

MOTIVATION & CHANGE

Why I moved, and why now

One line per move. Frequent changes are scrutinised — answer it before you are asked.

The move	Why I made it
[Firm] → [Firm], [year]	[What you went to build or own, and what you delivered once there]
[Firm] → [Firm], [year]	[What changed — a practice absorbed, a strategy shift, a sponsor leaving]
[Firm] → [current], [year]	[What you went for, and what you have done with it since]
Why now, and why here	[The specific gap here that my book and focus fill — never "a better fit"]

Show intentional progression or entrepreneurial logic. Drift is what gets read into a gap you leave open.

4 · BUSINESS PLAN

Why me, why now, why this firm

Connect your proof to the firm's specific gap.

What the firm gains

- Immediate revenue uplift of €[X]m via existing pipeline
- Extends capability in [sector / functional area]
- Strengthens positioning vs [competitors] in [market]
- Leverages [firm's platform / brand / tech] to scale proven client access

Strength → firm need

[Your strength 1]

→ [Firm's need it meets]

[Your strength 2]

→ [Firm's need it meets]

[Your strength 3]

→ [Firm's need it meets]

What I need from you

Be specific. Asking for nothing reads as not having thought it through.

1 Sponsorship

[Named partner who backs the plan in the room and opens doors internally.]

2 A partner to sell alongside

[The practices whose accounts I can sell into, and who introduces me.]

3 Delivery bench

[A [Principal / Manager] from month [X], so the first wins are staffed properly.]

4 International access

[Mandate to work [across offices / practices] on [named accounts].]

PRE-EMPT THE DOUBTS

Expected challenges & answers

Address the hard questions before they're asked. Precision over aspiration.

The question	My honest answer
[Is this move a step down / sideways?]	[A deliberate choice — here's the strategic logic and what I need from a bigger platform.]
[Is the network real or aspirational?]	[Named sectors and relationship types; honest about active vs. reactivation.]
[Are you a flight risk?]	[Tenure record: [X] yrs, [Y] yrs. This move is a considered, long-term commitment.]
[Genuine depth or surface awareness?]	[My core strength is [X]; I'll lean on the firm's [SMEs] for [Y]. Honest about the line.]

Confidence comes from having thought it through — not from hoping it won't come up.

DE-RISK THE HIRE

Managing the risks of my hire

What could go wrong in bringing me on — and how each risk is already prevented.

Risk	How we prevent it
Ramp-up slower than planned	Phased targets — revenue starts with existing & warm accounts, not cold origination. [Year-1 ~€[2]m] is weighted to high-confidence relationships.
The network doesn't convert	A portfolio of [10–15] relationships across [sectors], not reliant on any single account. Honest split of active vs. reactivation.
Credibility in a new brand	Personal [operator] brand differentiates from generalist competitors; the firm's platform adds scale. Early visibility via [publications / events].
Integration & culture	Structured onboarding; key stakeholders mapped in the first [90] days; build the internal network before leaning on it.
Market or demand volatility	Flexible mix of [deal & non-deal] work across multiple sectors — smooths single-market swings.

Net effect: a low-risk hire — early revenue from warm relationships, with the downside covered on every front.

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IN SUMMARY

Structured. Commercial. Aligned to the firm's partner model.

- [25]+ years partner-level — from [shop floor to boardroom] across [N] industries
- Practice builder with hard numbers — [zero to X projects], [zero to Y]
- Strong network in [sectors] — ready to activate from day one
- Delivery-accountable and present — transformation that sticks
- Committed for the long term — the platform and ambition I've been looking for

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[Candidate Name] | [phone] | [email]