

CLIENT: MCKINSEY SOLUTIONS
LIVE PRODUCTION: KNOWLEDGE NETWORK VIDEO (V.3)
TYPE: VIDEO
LENGTH: APPROX 4' 00"

A THEATRE STAGE is in almost total black out. Except Dimly lit at the back of the stage are THREE WHITE COLUMNS washed in three different colored lights - Blue, Green and Red (Primary colors to represent the primary aspects of CLIENT SERVICE.

Behind each column stands an ACTOR. Each ACTOR representing one of the three Supporting columns (1 - THE CONSULTANT, 2 - KNOWLEDGE SPECIALIST, 3 - TOOLS & DATA.)

At the front of the stage and set to one side, as yet unseen is a LARGE WHITE ROUND PLINTH with the words: CLIENT SERVICE written on the top.

To the other side of the stage sits a MAN (THE PARTNER) on a ROCK. He is deep in thought as he looks at the PLINTH -The Tableau is of Rodin's 'The Thinker'. A'thought bubble' appears above his head stating his needs.

WHITE THOUGH BUBBLES: Mre Expertise – Flexible Staffing – More insight from Data – Help with Implimentation.

SFX: Wind Blowing with an ambient sound track.

He sighs as...

TITLE: Bringing Firm Strategy to Life.

Then: Thought bubble and voice over.

THE PARTNER (V.O.)

I've been a partner for a long time now.
Still with each engagement I'm still coming back
To the key question...

WHITE THOUGHT BUBBLE: How can I serve clients best?

THE PARTNER (V.O.)

How can I serve clients best?

SFX: A light flashes over the plinth.

THE PARTNER is first irritated, then interested. He stands up and walks over to the CLIENT SERVICES plinth and walks around it. He tries to lift it. No luck!

SFX: Bolt of Lightning.

He looks around.

VOICE OF REASON (V.O.)
Remember the Firm Strategy review –
client are demanding more expertise.

WHITE THOUGHT BUBBLE: I know that, but how do I bring it to life for this
client problem?

THE PARTNER (V.O.)
I know that, but how do I bring it to life for
this client problem?

VOICE OF REASON (V.O.))
No worries, help is on the way.

SFX: Ping!

COLUMN 1 lights up.

Music: Jazzy and Cool

He turns around to see THE CONSULTANT comes from behind the column.
He's juggling a number of OBJECTS. He is a cool calm black man wearing
smart, casual clothing (Maybe a green Roll neck sweater).

THE CONSULTANT
Look! Why don't you use the full breadth of our
consultant pallet! With L2 and L3 programmes.
● We also have hundreds of CSS experts globally.
Many whom have decades of industry experience
and cutting edge insights.

He stops - Applause - He takes a bow.

THE PARTNER (CONT'D)
Okay, it's a bit better, we need some more help.



THE CONSULTANT has a Eureka moment and smiles as a thought bubble
appears over his head (GREEN)

GREEN THOUGHT BUBBLE: Yes, and I know where to get it.

THE CONSULTANT (V.O.)
Yes, and I know where to get it.

He SNAPS his fingers with a loud ping as COLUMN 2 lights up.

SFX: Ballet Music.

Out steps THE KNOWLEDGE SPECIALIST. She's smart and intelligent looking (Maybe with a Red/Pink Blouse). She starts to dance with majestic and serene confidence.

KNOWLEDGE SPECIALIST

We are global, we are many. We are a network of client service professionals with hundreds of resources and knowledge experts, with cutting edge expertise. Geographics, functions, industries... We cover them all. And now we have our deep analytic capabilities, not to mention our Center of Competence.

She ends with an uplifting gesture - Applause – She courtseys.

THE PARTNER

Fantastic... We need your help over here
– Come on.

She steps over to the PARTNER and CONSULTANT. There is an air of anticipation as they all bend down and try and lift the CUSTOMER SERVICE Plinth... They fair much better but are still short of completing their task. They put it down.

THE PARTNER (CONT'D)

Almost, but we're not quite there yet.

THE KNOWLEDGE SPECIALIST thinks and a thought bubble appears over her head (RED).

RED THOUGHT BUBBLE: Hmm, right we need one more person! And I know the man for the job!

THE CONSULTANT (V.O.)

Hmm, right we need one more person!
And I know the man for the job!



THE CONSULTANT and KNOWLEDGE SPECIALIST look at each other and nod. Another red thought bubble appears over the Knowledge SPECIALIST.

She gives a LOUD CLAP that sounds like GUN FIRE and COLUMN 3 lights up.

SFX: Bond Music.

Out steps TOOLS & DATA looking like James Bond in a tuxedo (Maybe Blue Bow Tie).

TOOLS & DATA
The names McKinsey... McKinsey
Solutions.

He takes his pillar to the other two pillars. The THREE PILLARS are now aligned in a perfect triangle.

TOOLS & DATA (CONT'D)
License to equip clients with analytical tools,
Proprietary data and specialist expertise to
measure performance, design improvements
and generate lasting impact. Through our
solutions we accelerate decision making and
build client capabilities.

THE PARTNER (CONT'D)
Great, come on over here, we have a mission
for you.

He then moves over and joins the other three and takes a trolley jack and lifts the corner and smiles. Together they lift the plinth with ease and carry it over to the three columns. They step back and admire their work. The PARTNER is delighted. A moment then he turns to the audience.

THE PARTNER (CONT'D))
This is the team I have been looking for.
One that leverages all the firms capabilities to
solve our clients toughest problems.

Applause. ●

The THREE ACTORS take a bow and the PARTNER joins in to applaud the KNOWLEDGE NETWORK recognizing their achievement.

Lights fade.

FADE TO BLACK:

