

# CUSTOM CASE TEMPLATE

## CHOOSE THE TOPIC

- **Big, Well-Known Issue.** The issue had a major impact on the business. Participants are likely to have heard something about it.
- **Relevant.** The central issue in the case is still relevant today.
- **Interesting.** The issue is complex and has more than one possible solution.
- **Package-able.** Information about this issue and situation is available and can be put into a package of 1-2 pages, with links.

## ORGANIZE THE CASE

Present enough information to explain the issue and the challenge it posed to the organization. Do not explain what actually happened. To write this kind of case, include these things:

1. **Situation:** Industry/global background and context relevant to this case. What was going on that made this a relevant issue? (1 paragraph at most)
2. **Issue:** Explain the problem or challenge facing the decision makers. What happened that made everyone aware of this issue? (1 paragraph at most)
3. **Learner Implications:** Briefly explain the implications of the issue or events for the learner audience or their immediate business. Give only enough detail to let participants understand each implication. (no more than 5 paragraphs or bullet points)
4. **Decisions:** Describe the decision(s) facing leaders as a result of the issue. Provide enough information to allow participants to understand and evaluate courses of action. (no more than 3 paragraphs or bullet points)
5. **References:** Provide additional information as appendices or links. Only provide references that are relevant to this issue.

## EDIT THE ASSIGNMENT

Review the instructions and questions for the participants. Edit these, as required.

In your study team, answer these questions about this case:

- What were the key implications to the organization as a result of this issue?
- What impact would this issue have had if leaders had failed to handle it effectively?
- What should leaders have done to handle this issue?
- Explain your rationale for this recommendation.

Submit your team response to [turn-in email address] by [date]. Then, attend the scheduled [call/WebEx/session] about this issue on [date/time].