

Case Studies

Generally written for education purposes.

"Pain Point and Best Practice"

A specific single problem, decision point, intervention and its results.

Always accompanied by exhibits - usually quantitative.

The Case Study Style

Narrative tone and organization.

Information relative to the business and decision.

Generally focuses on the ideas and actions of one person (or a select group).

Organized around a single event or decision.

You may need to gather a bit different kinds of information to build a good case study.

What were the reasons a decision was made?

How effective was it?

Who made it? How was it implemented?

Show results or changes at the end.

I will hand out one case - you should be able to find others as a guide (learn to search!).

General form of a case study:

Introduction/context

Corporate environment (both internal and external)

The decision point

Exhibits and results

While writing:

What can others learn from how this was handled?

Why is the situation I am describing interesting?

How is this particular event of greater importance?

Who will be interested/affected by this?

Less formal tones are acceptable.