

## Case Study / Scenario

### Learning Focus:

Scenario/Real World Application – this should be based on an actual event/problem experienced; identities removed/changed.

### Purpose:

To think critically and creatively about real business issues and to examine and discuss the strategies implemented.

### Activities:

Case Study Part 1 – The problem/scenario

Case Study Part 2 – The solution implemented and discussion/Q&A

### Outcomes:

- Teachers engage in a real business problem and identify solutions. These solutions can then be compared with the strategy/solution implemented and explored/discussed further with Q&A.
- Teachers have a real scenario to recreate and share with students in the classroom and a deeper understanding of the solutions implemented by industry and reasons.

## Creating your case study

The case study is a self-contained story about how a (protagonist) real employee, customer, supplier, leader, business owner overcame a problem experienced in the context of a real business situation.

The teacher/trainer should be able to understand and relate to the problem being experienced and have the information to be able to offer a solution to the problem.

### Case Study 1

(200 - 300 words – template)

**The who:** Your main characters; including the protagonist and other stakeholders involved; supervisor, supplier, customer, client, colleague.

**The Where:** The setting; A team meeting, a customer call, a visit with a client, in a shop, at a supplier, etc.

**The When:** The circumstances and timing; During a routine visit, on shift, during a break, etc.

*Additional resources to be supplied if relevant. E.G. Customer service policy, examples of anonymous complaint letter, values, policies, etc. Links to business website and/or social media. Provide at least two relevant images and a video if you have one.*

**The rising action:** The triggering events/incidents that occur to create the problem.

**The tasks/questions:** Provide 3 questions/tasks – one would ask for a solution, one could be linked to a supporting business policy, goal or value and another could consider the impact on other aspects of the business.

### Case Study 2

(Live response to case study – 10 mins & Q&A 30 mins)

This session will include:

- Introduction to role, business and relationship with case study
- Re-cap of scenario
- An explanation of the business response/answer to the questions/task. What actually happened and the result/impact of action.
- Answer pre-sent questions
- Answer any questions that come through on live messages.

## Scenario examples

*See full list of topics*

### Business

- New policy/campaign has changed requirements for bookings – must prioritise and organise daily activities and tasks for efficiency.
- Team have been asked to create their own KPIs for team effectiveness.
- Customer complaint received to process.
- An employee is struggling with personal stress and needs some techniques.

### Hospitality & Tourism

- An attraction is required to provide visitor information to show social and cultural sensitivity.
- Miscommunication between teams results in whs issue.
- Sales of item are low – sales staff not able to advise on products and services effectively.

### Sport and Recreation

- Team meeting to discuss a more effective way of performing a function – Include performance data if possible, task to prepare an idea to discuss at meeting.
- Need to minimise environmental impact in response to an audit/feedback or to win an award.
- Issue with the quality of facilities due to communication and processes.
- Team to look at planning and conducting of sessions to reach a new market or improve engagement.

### Health & Community Services

- Issues with responding to client's needs in relation to diversity.
- Team meeting to share better ways to interact at work.
- Need to identify a strategy to address issues with community engagement in a new program.
- Concerns identified for a client after an individual assessment.
- Concerns raised about standards in care.