

Executive Summary

Define Your Purpose:

What is the purpose of this report?

Describe the Problem:

What problem is being addressed? Summarize briefly – avoid unnecessary detail.

Introduction

Describe the Background of Your Report:

What is the context (or background) of the report? (What has prompted this report?)

Outline the Problem:

What is the problem? (Answer this in one clear statement if possible.)

Investigate All Consideration Factors:

What factors (e.g., stakeholders, timeline, underlying issues) should be considered in developing a recommendation?

Provide Recommendations:

What recommendation(s) are you making?

Support Your Recommendations:

How will you support your recommendations in your report? (Give us a roadmap of the sections in your report.)

Analysis

Examine the problem:

Examine the problem being faced – what are the contributing factors?

Establish Steps Taken:

Show us the steps you've used to reach your recommendation and implementation plan.

Show the reader how your recommendation will solve the specific problem(s) at hand.

Demonstrate how your implementation plan will be manageable, actionable, and measurable.

Show how logic, rationale, and justification are behind your analysis, so that the reader can see how these elements underpin the remaining parts of the case study report.

Connect Concepts to the Case:

How do course concepts apply to the case? Show your instructor you understand how theory relates to practice.

List Exhibits Explicitly:

What are the related exhibits? Be sure to refer to them explicitly in your text e.g., "The Organizational structure includes 3 managers and 12 support staff (see Exhibit 1)."

Alternatives and Decision Criteria

List the Alternatives:

What are the alternatives the decision-maker can choose among?

This section can be structured around the alternatives themselves; specifically, if you have three, mutually exclusive alternatives, then you can have a heading for each alternative.

Under each alternative, you can state the specifics of that alternative.

At this point, only alternatives that can potentially solve the specific problem(s) at hand should be included in this section!

Outline the Decision Criteria:

What decision criteria should be used to evaluate the alternatives? Explain each (be sure to clarify why criterion is relevant).

Recommendations and Implementation Plan

Describe Your Recommendations:

Tell us about the recommendation in detail: What exactly are you asking them to do?

Outline Steps, Equipment, and Expertise Needed:

How many steps are involved? what equipment or expertise will be needed?

Action Plan:

Explain the Responsible Parties:

Who will be responsible for what part of the action plan?

Explain the Implementation

Recommendation:

When will the different parts of the recommendation be implemented? Define your short, medium, and long-term action plan.

Define Cost:

What will the cost be of these required actions?

Explain Impacts on the Organization:

What will the impact of this recommendation be on other parts of the organization?

Describe Problems and Develop Contingencies:

What problems do you anticipate, and how can you develop contingency plans?

Conclusion and References

Highlight the Most Important Point of Your Report:

What have you told us? Remind us what the most important point of your report is.

Restate Your Recommendation:

Succinctly restate your recommendation and outline why your audience should implement your recommendations.

Describe the Outcome of Your Recommendation:

What benefits will the organization see if your recommendations are implemented?