



CASE STUDY MODULE

Case Study Title	<i>(Create a compelling headline that draws attention)</i>
People, Team	<i>(Your name and role plus the names of key people involved and their roles)</i>

(Please keep your case study short and precise – 1 to 2 pages only)

Below is a possible outline for a case study to share the situation encountered, the solution offered, the activity undertaken and the results accomplished. The headings are based on information others tend to want to know – the questions we often get asked. They are for guidance only; additional information should be added to bring the case study alive.

OVERVIEW / CHALLENGE / SITUATION

Background – general information to set the scene, for example, about the current situation, problem, challenge faced by the brand, product, service or organization.

ACTION / SOLUTION

Market Analysis – what did you and your team learn about the current market situation, the competition and their activity etc.

Rationale – what did you / your team decided to do and the rationale / reason for the steps taken?

Process – what steps were followed in order to progress and continue this good practice? What are the key elements of this good practice (include different stages, activities undertaken, etc.)?

Resources required – what resources were needed, and who was involved (both in order to set up and continue this good practice/activity) and what was your role?

Facilitating factors – what factors enabled this project work to happen?

Challenges overcome – what challenges, if any, did you have to overcome?

RESULTS

Results – what results were accomplished, how were they measured? Include charts, graphs if any.

Lessons learned – what worked particularly well? What would you do differently next time? What advice would you give to staff in other organisations wishing to try this in their own projects?

Testimonials – if any – from clients, vendors, partners, associates.

Additional information – where can the reader go for additional information? Website Links, Social Media Links or Email Ids of key personnel.

Contact Name	
Contact Title	
Contact Email	