

CASE PRESENTATION OUTLINE

0. Title Slide

Case Title:

Presenter Names:

Due Date:

Course Name:

Instructor Name:

1. Executive summary

- Background
- Key facts
- Salient issues

2. Questions

- List the big questions
- Sub-list the drill-down questions

3. Assumptions

- Fill in the important omissions in the case
- Defend their reasonableness

4. Decisions to be made

- Frame the major decisions
- Design the reports to inform these decisions
- Identify the data sources for these reports

5. Quantitative analysis

- Process the data
- Report the information
- **This should be the “highlight” and key section of your entire presentation – make the numbers tell a story**

6. Qualitative considerations

- Significant factors that cannot be measured effectively in numerical terms
- E.g., the effect of a decision on the morale of company employees

7. Conclusions/Recommendation

8. SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats

Here are some rules of thumb for your PPT presentations:

1. Your PPT presentation should include 2 or 3 slides for each section of the outline.
2. Each member of the group should present a fair amount of the slides if your group is called to present.
3. The **Questions** section: You should start with the 2 or 3 "big" questions that should be asked if you were the consulting group hired to solve this case. Underneath each of these "big" questions, you should sub list 2 or 3 "drill down" questions. You should not attempt to answer any of the questions you are posing at this point in the presentation. You are simply getting all the important questions "out on the table," to initiate and guide your analysis of the case.
4. The **Decisions to be Made** section: Remember, you are not yet "solving" the case. You are "framing" the decisions that will have to be made at the end of the analysis. These decision frames should include clear choices between definite alternatives. You do not need to reveal, at this point in the presentation, what your recommendations will be. That will come at the end.
5. The **SWOT Analysis** section should address all four quadrants of SWOT (Strengths, Weaknesses, Opportunities, and Threats). This should be your assessment of the scenario after your recommendations have been implemented.