**Case Analysis Process**

- With case discussion we develop the:
  - Ability to see interrelationships of facts
  - Capacity to make sound decisions
  - Skill to effectively communicate those decisions
  - Art of listening to the ideas of others
  - Recognition that there may be numerous effective ways to dealing with issues
  - Understanding that there are many perspectives to an issue

  *Tell me, I’ll forget; Show me, I may remember; Involve me, I’ll understand.*
  
  An Old Proverb, Source Unknown

**Preparation**

- Read the case quickly to see what is going on
- Review the exhibits
- Read preparation questions to help focus intent of the case
- Thoroughly re-read case and analyze available information

**Case Analysis: Steps**

- Situation audit – SWOT analysis (Internal & External factors)
- Succinctly state the problem(s)
- Identify feasible alternative actions or programs
- Set criteria for comparing alternatives
- Analyze the alternatives
- Recommendations

**Making a Decision**

- Specific and fully elaborated
- Clearly indicate key actions
- Take a stand *(avoid generalities)*
- Be clear on decision criteria
- Be prepared to state position and how to implement *(develop a timetable)*
- Be sure action recommendations are compatible

**Classroom Discussion**

- Student roles
  - Provide comprehensive analysis
  - Identify the problem(s)
  - Bail out a colleague
  - Question a colleague
  - Summarize the discussion
- Listen and keep an open mind
- Recognize discussion flow

*First case to be discussed: Avon*