

## **CASE ANALYSIS WORKSHEET**

Now that you've completed the Case Companion, use this worksheet to analyze cases assigned by your instructor. Feel free to refer to the Case Companion for additional tips and strategies to help you.

Und	lerstand	the	Situation
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/hat's the	situation in the				
lentify the	case's key pla	yers. What are	their perspe	ectives about	t the situation
denti	ify the	Eviden	ice		
	<b>ify the</b> evidence that			case.	
				case.	

- Look at the big picture. Try to figure out what's really going on.
- Keep asking why. There's rarely one root cause.
- Weigh multiple options. There are many ways to solve a business problem.

- Ask why information is included in the case. It's there for a reason.
- Tie it back to the classroom. What themes does your instructor want you to focus on?
- Pay attention to details. Dig deeper if something feels contradictory or unexpected.

## **IDENTIFY THE EVIDENCE**

Examples of categories might be:

- · Financial issues
- · Market context
- · Performance problems
- · Team or organizational behavior

evidence you found in its appropriate category.					

Now identify 2-3 categories to sort your evidence into and list each piece of

## **Interpret Exhibits**

Identify the exhibits that tell you something valuable about the case. List at least one important finding from each of these exhibits.

- Identify the point. Why was this exhibit included in the case?
- Connect it to your course. How does the exhibit relate to class topics?
- Consider trends or patterns. They can appear in a single exhibit or across exhibits.

## **Apply Concepts**

	what concept or theory have you learned in class that's relevant to the case?
Start small. Take one concept from class and apply it to the case.	
<ul> <li>Consider cause and effect. What you're learning in class could help you figure out what's going on.</li> </ul>	
Take it apart. Frameworks can help you break the case down in a	
structured way.	How can you apply this theory to your analysis?
	Reach a Conclusion
	How would you approach the situation?
<ul> <li>Support your conclusion. Show your work and explain how you got there.</li> </ul>	
• Consider other viewpoints. Is there another side to the argument?	
Think like your instructor. Anticipate their follow-up questions.	What factors or criteria did you use to reach your conclusion?
	Identify alternative approaches. How would you argue for these other options?