



How to Write a Good Case Study part four transcript

Hello and welcome to part four of How to Write a Good Case Study. So far in this course, we've looked at the aim of a case study. We've looked at the components of a case study, and we've looked at how to gather together the information that you need to put your case study together. The final question that we need to ask ourselves is the style that you need to write your case study in. And to help you answer that question, we are going to look at some examples of case studies. So the question really that you are asking yourself at this point is who your target audience is and what it is that they are gonna want to read. Because when you've answered that question, you'll have answered the question about the style that you need to write your case study in. So if your target market is individuals or small businesses, or you know, small business owners it's gonna be individuals that make the buying decision.

So you might like to keep things nice and informal and, and essentially just tell the story of the case study. If you are working with bigger organizations and the case study is something that's gonna need to be taken to a board meeting as part of kind of supporting information as to why the business should choose to work with your company. You might want something more formal that can be kind of passed around at director level and is gonna make a good impression and, and show that you can talk their language. If you think about your target audience, you can start to see that the style of the case study that's gonna be most appropriate for you. The only thing I would say is that however you choose to write your case study, you still need to include all of the points that we covered in the previous section and in the components of a good case study.

So let's take a look at what a formal style of case study looks like. So just to recap a formal style case study is a case study that could be taken to a board meeting, as supporting information about you as a company. So in a formal case study, you're gonna want to focus really heavily on the facts and the solutions so that the company can kind of tick all the boxes when it comes to making sure that you meet all their criteria. Testimonials are valuable, but you might just want to have one at the end or, or certainly kind of use them sparingly throughout the piece. A good way to evoke a formal style is to use the third person pronoun so that that's to say the name of your company or, or it rather than I or we throughout the case study. This is a very formal way of writing. It's also the way you want to

Write if your case study is going to be published in, for example, a magazine rather than your website. So if it's on a website, including we kind of seems kind of quite natural, but if it's gonna be published in a magazine away from the context of your business, then having that kind of sense of distance or impartiality is really invaluable to make it seem like an article rather than a kind of puff piece about you. Having said all that, if you're gonna pick a formal style it's fine, you don't wanna forget the human element that's involved. Um, the knowledge that you worked around the clock to hit the deadline or you were able to work quietly and unobtrusively while office life continued all around you is useful to know and provides the client with extra reassurance because they might well be a multinational corporation, but at the end of the day, it's still individuals that are making the buying decision and that's the kind of



thing that's just really reassuring that you're gonna be a good company to work with and kind of sensitive to their needs.

So let's take a couple of examples of a formal case study. You'll find these associated with this video for you to download. There's two case studies, there's one from IBM and there's one from PwC. So if you download and look at the IBM case study to start with you can see that the fact that it was a really huge prestigious project is set out very clearly in the first section. As you browse on through, you're gonna notice that it is very formal and there's lots of technical language and lots of facts and figures because they're gonna be talking to IT directors here, so they can talk at their level and and include technical language that you and I might not necessarily understand. Also note that there is only one quote in the piece and it's included at the end.

It mentions everything that we discussed a case study needing it's not dry and it's not unfocused. It makes it crystal clear that the client didn't have the skills that they needed, so they had to call in outside help in the form of IBM and the benefits of the project and of working with IBM are really clearly outlined.

Now let's look at the PwC example which has got more of a magazine feel. In this example you can see that it is anonymous. They refer to the client as the local borough council, but they do still provide plenty of detail that gives an idea of the scale of the project.

There's more quotes in this one as befits, the kind of slightly more magazine feel of the piece. But they are still formal and have clearly been kind of written and signed off by people within that local borough council. So it's, you know, it's all kind of approved. Note that it is still using technical language here it's indicative of a market that is kind of big organizations. So PwC work with big organizations, so they'll be dealing with experts within those organizations and they can use that kind of technical language and know that their target market is gonna understand it

So now let's look at a slightly more informal case study style. So informal case studies can be much more friendly that you can imagine yourself telling a prospective client face-to-face in a conversation about a project that you were involved in. In an informal style, I think you can get away with including more quotes to support and endorse what it is that you are saying. You can also use the first person much more easily although again, if it's gonna be published in a magazine or something like that, then think about whether that's gonna be really appropriate. So let's look at some examples of an informal style of case study. Again, you will find these underneath or, but by the side of the video so that you can download them and look at them at your leisure.

The first is a link to a website for a CCTV company Eclipse. You'll note that while it's quite a technical project, there's very little technical language throughout used in the case study quite simply because in this case eclipses customers aren't necessarily technical experts, so they don't want to be bamboozled by jargon and technical words. So we've steered clear of that in this. I should make clear at this point that the informal case studies used here have all been written by me, whereas the formal case studies that we



looked at previously have not been written by me, just to make that quite clear. So moving on to the next example, another web link communion architects. In this case study, again, there's detail, but it is non-technical because we are talking to a non-technical audience. Having said that, it isn't in any sense dumbed down because the market is quite well educated for them. There's also lots of emotional stuff in in the case study because essentially this is a means of encouraging people to invest money in their homes. So it is a lot about the emotions of an architect and employing an architect rather than the, the facts and figures or the kind of financial side of hiring an architect. And then finally there is rigorous,

In the case study that I wrote originally, the company wasn't anonymized, but we have anonymized it here. Again, there's lots of detail, but it is non-technical detail because the target market isn't an expert in the field. The company rigorous is run by an individual who's got a very distinctive style and the case study reflects that. So it's very chatty and it's very real life and there's no attempt to professionalize or, or gloss over the tricky bits. There's a sort of glimpse behind the scenes and looking at the thinking behind the solution that was proposed in quite unvarnished and informal language. So, you know, you really get a feel for the sort of company that it is that you'll be working with. So there we go. That's it. In conclusion then I hope you enjoy browsing through those case studies and starting to get a feel for the style that's gonna be suitable for you. Um, and just to recap and conclude a case study is to provide peace of mind to your audience that you can do what it is that you say you can do and to encourage people to engage you. So everything that you do in your case study should be geared towards giving people that information. And if you keep that in mind, you are always gonna write an engaging and compelling case study.