



How to Write a Good Case Study part two transcript

Hello and welcome to part two of How to Write a Good Case Study. In this section of the course, we're going to look at the components of a case study because there is a very tried and tested set of sections that need to go into a good case study. And we will start at the top with the executive summary. The executive summary is the headline information on a project. It's designed for the short of time, so if they don't have time to read the full case study, somebody can just glance at it and see that you've got the credibility and credentials that they're looking for. It's also to help save people time as well, because if you do different sorts of work it may be that one case study is more appropriate for somebody to read than another.

The executive summary contains, as its name suggests, a sort of headline summary of the work. The client name or the sector that they work in, the budget if it's appropriate for you to include it and a summary of the work involved and the results you achieved.

The next section of a good case study is the before section. It's a recap of the client's business so the reader can step into their shoes and understand what it is that they do. It describes the situation that your client was in before they approached you. The purpose of this part of the case study is, is really to kind of evoke sort of doom and gloom scenario, to evoke feelings of empathy and recognition in your reader's mind so that they can say, yeah, we are suffering something similar to that, or I understand where they're coming from. I can really empathize with that situation. At the same time, take care – remember this is the story of your client too, so don't be too negative or portray their situation in too bad a light. The final section of the before part of a case study is the process whereby the client went about appointing you and why they appointed you.

This part of the case study section shows people why it is that you are better than the competition, because it shows why your client chose you over and above the other people that they'd approached to tender for the work. We'll look at this in a bit more detail in the next section of the course when we look at how to put a good case study together.

In the meantime, let's move on to the during section of the case study. This is the part of the case study is where you describe what it is that you proposed doing for your client to help solve their problems. In this section, you also need to outline something about the process of the work that was involved. It's partly to establish your credibility and your ability to do the job, but it's also a really good opportunity to flag up any unexpected problems that arose or any note work that were noteworthy features of the project because it's a great opportunity to demonstrate that you aren't phased by complex situations or unexpected scenarios, and essentially to show that you're a safe pair of hands.



And the last section of a case study is quite simply the outcome. It's the situation that the client is in now. It's an opportunity to demonstrate that you solved the client's problem and you made their lives better. So let's conclude this section of the case study course and recap by saying that a case study tells a story, but it's a story with a purpose. It's to showcase your business and your ability to help your clients. I'll see you in part three where we'll look at how you put a good case study together.

