



# MBA LAUNCH

## MANDERSON LAUNCH CASE

A select group of high performing young managers have been identified as the next generation of leaders by top executives within “XYZ Corporation.” Executives have given this team a challenge: **The team has fewer than 36 hours to identify one innovative recommendation for “XYZ Corporation.”** The recommendation should have an implementation timeline of no more than 24 months, with projected return on investment for 2, 4, and 6 years, post implementation. The recommendation budget should not exceed 2% of the company’s annual gross profit for their 2021 fiscal year. The team will have fewer than 36 hours to prepare and deliver an oral presentation to the executives of “XYZ Corporation.” If the executives are persuaded by the recommendation, it will be presented for approval at the next quarterly meeting of the Board of Directors.

## RECOMMENDATION REQUIREMENTS

- Executive Business Plan Summary.
- One single recommendation, factually based, to include a detailed plan of implementation.
- Team oral presentation, 12-15 minutes in length with all team members speaking.
- Detailed timeline for implementation within 24 months (6, 12, 18, and 24 months).
- Measurable outcomes for success (three required).
- Budget for recommendation cannot exceed 2% of the total annual gross profit of the company in the fiscal year 2020 (FY2021).
- Realistic ROI (return on investment) projections at 2, 4, and 6 years, post implementation by dollars or percentages (hint: dollars are easier to justify).



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## ORAL PRESENTATION REQUIREMENTS

- Presentation time will be no fewer than 12 minutes and no more than 15 minutes.
- All team members must have roughly equal time and significant speaking roles. Timeline, budget, and measurable outcomes individually addressed in the presentation.
- Projected return on investment at 2, 4, and 6 years, post implementation.
- Effective PowerPoint slides.
- Two minutes of Q&A from executive directors (corporate partners).

## EVALUATION OF TEAM CASE

- Executive business plan summary provided to corporate partners by 3:00 pm on August 11<sup>th</sup> with relevant information to grasp details of the recommendation.
- Company recommendation articulated concisely and defended.
- Detailed and obtainable timeline and budget for implementation of recommendation.
- Clearly defined goals and objectives for the implementation plan.
- Measures of success (3) communicated in support of the recommendation and implementation plan.
- PowerPoint slides outlined budget, timeline, goals, objectives, and measures of success.
- Presentation structure flowed well, speaking roles distributed among team members.
- Q&A: Answers were relevant to the questions asked.
- Q&A: Answers cited info not included in the presentation (e.g., articles, data research).
- Convincing strategic recommendation and implementation plan based on research, competitive analysis, and creative insights.