

## 11<sup>th</sup> Innovation Practitioners Case Study Contest & Summit

Friday, 16<sup>th</sup> December 2022

### CASE STUDY TEMPLATE

**Directions:** Please complete this form in its entirety, and email to the contact mentioned below.

All information in the form will be kept confidential and will only be used for evaluation purposes. Each case study entry should be filled in a separate form.

**Qualification Criteria: To be eligible for participation:**

- The applicant must have been directly involved in the breakthrough/ innovation journey/ process (may be the work of one person, a few people or a large team or department).
- The innovation case studies will be judged against three criteria: Uniqueness, Impact and Sustainability.
- The innovation must be one that has either been implemented and has yielded results or were implemented in recent past and are expected to give results in next a few months, but the early indications are traceable. Unimplemented ideas for innovation are not applicable.
- All completed application forms and case studies should be submitted in soft copy **latest by 5th December, 2022**

**FORMAT GUIDELINES**

The Case should be submitted in Two files (Word Doc & PPT)

**1 CASE STUDY (In Word Document)**

Cover Page

Please specify the entry category: For Complete understanding of each themes, please refer to the Brochure

<p><b>Digital &amp; Technological Innovation</b> (Digital Transformation Initiatives)</p>	<p><b>People Management &amp; Development Innovation</b> (Human Resource/Learning &amp; Development)</p>	<p><b>Business Model Innovation</b> (Manufacturing &amp; Services)</p>
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**Name and Address of the Organization:**

**Name of the Project (Case Title):**



<b>Primary Contact</b>	<b>Name:</b> <b>Designation:</b> <b>Mobile:</b> _____ <b>Email:</b> _____
<b>Team Members (Maximum 3)</b>  <b>Name, Designation Email &amp; Mob</b>	1)  2)  3)

## **After Cover Page**

### **2.1 Case Title**

**2.2 Case Abstract** a brief description covering the situation/ challenges/ opportunity which led to innovation and outcomes (Between 200- 250 words)

**2.3 CASE BODY** (this is the main document) the case, includes the description of the innovation situation, key players or characters in the organisation involved. The discussion question or dilemma/ challenges with the key stakeholders to take a call for action. Should include data points (either qualitative or quantitative information) which were working in the background and were the part of decision-making premise. This should be approximately three to five pages in length. Case must utilise AIMA understanding of innovation detailed in Sumit Brief document) **PLEASE NOTE THE CASE BODY SHOULD NOT INCLUDE HOW THE PROBLEM/ DELIMMA was SOLVED or HOW IMPLEMENTATION OCCURRED.**

### **2.4 CASE SOLUTION:**

The Case must include an accompanying solution / implementation document. This document must provide the details of the decision taken, the logic behind and the action plan or the course of action adopted by the organisation. This should include the implication of this action/ decision on the business (Marketing/ HR/ Financial / ESG and other aspects of business). The information points can also be included in annexures (excel sheet, Financial statements customer feedback, Consumer insights, Adverts, Policy document)



2 **CASE STUDY PPT:** All participating teams should submit a deck of Power Point Presentation (this can be later used during the presentation in front of jury). This can be about 7-10 slides which covers:

- a) Case Title
- b) Case Contributor and Organisation Detail
- c) The Organisation dilemma/ challenge/ opportunity for innovation
- d) The Background Situation
- e) Explicit and implicit information
- f) Detail Action
- g) Implementation Strategy
- h) Results/ Impact

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**Contact Us:**

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