

Emma Thompson

How to write an award winning case study

Start with the context

Describe what business your client is in and who they target. You could include some basic figures such as turnover to provide the reader with an indication of the scale of businesses you work with.

Move on to the challenge

What was the pain you were helping to remove? Focus on the major challenge or issue facing the business. How did you diagnose or work with the client to formulate a suitable solution? What did they need to continue to be successful or indeed become successful? What objectives were they looking to achieve?

Why did they come to you and what was it about your particular solution which encouraged them to choose you? In other words, what was different about your company which resulted in you winning the business?

Continue the story by describing the solution in more detail

What did you do and when? What specific criteria did you have to meet? Were there particular time and budget constraints? Did you have to involve others? How did you work with your client to achieve the aims?

Finally - and arguably the most important bit – the outcome

What were the benefits? You should include quantifiable evidence and quotations from the satisfied customer. How far do the impacts go – individual, team, organisational, inter-organisational or community?

You might want to include how you defined critical success factors or measured success or how you benchmarked the state of affairs before you started your project with the client.

Who to contact

Include the name and contact details of an individual who was closely involved with this project so that a potential client can feel that they are talking to somebody who is conversant with their problem or sector.

You may have to consider the 'who' very carefully. Not everyone who is technically brilliant is good at relationship management.

Why not take a look at the news section for an example of a case study I completed for Quantiv. Call me on 07832 268383 or email me at emma@emmathompson.me.uk if you would like me to do something similar for you.

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office - 01865 339909
mobile - 07832 268383