

Case study standard process 12 steps

The Situation:

Describe the problem you are expected to deal with, and the circumstances creating or affecting the problem.

Step One

Describe the formal and informal research that is needed. Identify a source of information and rationale for each activity that is recommended.

Summarize what you learn in a **Findings from research** and proceed to Step 2.

Some writers like to put a **problem statement** here, and then proceed to Step 2.

Step 2: In light of what you have learned, draft a broad goal for your communications effort –the end result you will hope to achieve for the company.

Step 3: Identify five (5) key publics, audiences or constituent groups to be included in your communications plan.

Step 4: Select one of those groups. Write one short-term and one long-term objective for your communications plan to address that target group and work toward your goal.

Step 5: Write two strategies to address that group, telling how you will work toward your objective.

Step 6: Write your main message for that group at this time.

Step 7: Identify three tactics or tools you will use to carry out your strategies. Identify which strategy each tactic is intended to carry out. (Your tactics may be the same for both strategies; they may be different.)

Step 8: Determine a spokesperson for each tactic.

Step 9: Estimate the costs associated with each tactic, including out-of-pocket expense, staff or volunteer time and in-kind donations.

Step 10: Draft a timetable for your communications plan. Set up a Gantt chart or some other device to show concisely how your plan will proceed.

Step 11: Consider how and when you will evaluate progress toward your short-term and longterm objective, and add that to your timetable. Where will you provide an opportunity for correcting your course, if that appears strategic?

Step 12: Determine how and when you will evaluate progress toward your overall goal, and add that to your timetable.

*Abstracted from process specified for case studies
in materials of the Universal Accreditation Board.
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