Narrative Case Study Directions

A narrative case study is a story of a real life problem or situation that provides sufficient background data so that the problem can be analyzed and solved.

- A good case study is written in the form of a story.
- It has a problem for the readers to solve.
- It has characters who have names and use authentic dialogue.
- It is descriptive, with realistic details.
- The flow is easy to follow.
- There is sufficient information so that the readers can understand what the problem is and, after thinking about it and analyzing the information, come up with a proposed solution.
- It has pertinent questions that focus the readers on the key points.

Directions:

- Draw your information from real situations that were either resolved successfully or unsuccessfully.
- Your case study should include:
  1. A decision maker who is dealing with some question or problem that needs to be resolved;
  2. A description of the problem;
  3. An explanation of the context in which the problem occurred; and
  4. Sufficient supporting data.
- Your case study should provide the answers to these questions:
  1. What is the issue?
  2. Who is involved?
  3. When did the situation occur?
  4. Where did the situation take place?
  5. Why did the issue/problem arise?
  6. What key facts should be considered?
  7. What questions do the key characters need to resolve?
  8. What alternatives are available to the decision-maker?
- Your case study should have five sections:
  1. Introduction
  2. Body
  3. Conclusion
  4. Questions
  5. Answers to Questions [identify what the actual owner did in the situation]

© Laurel and Associates, Ltd.
608-255-2010
Title: ________________________________________________________________

I. Introduction: Set the general scene and tone:

Summarize:

- What happened?

- Who was involved?

- When did it happen?

- Why did it happen?

- How did it happen?
II. **Body**: Tell the whole story in narrative format:

- Describe the specific setting

- Provide a list of actors with names and descriptions of personalities

- Progressively disclose the actions that were taken

- Provide the key facts that are involved

- Provide the problems or issues that evolve the case
III. **Conclusion:**

- Reiterate the main issues or raise new questions.

IV. **Case Study Questions and Answers**

1.

2.

3.

4.