

Anatomy of a 7 out of 7: Writing a Case Analysis for Dr. Meckler

Firstly, the author gets right to the point with an abstract that tells what the major issues are and what must be done. Secondly, the priorities of the issues are defended using fact and theory. Finally specific and detailed action plans are offered for each issue. Actions are objective oriented and are supported by fact and by theory. The author takes the role of the single or various decision makers giving directives specific enough that subordinates know exactly what to do.

The priorities are right on, the correct supporting theories are selected, and they are correctly applied; actions pass Rumelt's "consistent, consonant, feasible and competitive advantage" criteria; objectives appropriately follow Drucker's instructions in *Objectives of a Business*. Implementation resistance issues are covered. Resource allocation implications are considered

Abstract

The major issues (I_x) in the case of Omega Corporation are $I_1, \dots, I_2, \dots, I_3, \dots$ and I_4, \dots . I_5 and I_6 are also issues but can be put on a back burner. I recommend actions (A_x) $A_1, \dots, A_2, \dots, A_3, \dots$, with objectives (O_x) O_1, O_2 and O_3 . They can begin to think about A_4, \dots , and A_5, \dots .

Major Issues

The most critical issue for management at this point is I_1 . This is most critical for two reasons. The first reason is R_1 , which is emphasized by Author's Name (Citation) when they state "...". The second reason this is most critical is R_2 , as mentioned by (Citation).

The second most critical issue is I_2 . It is not as high in priority as I_1 because.... One reason this is second in priority is R_3 , which is emphasized by Author's Name (Citation) when they state "...". Another reason this is so critical is R_4 , as mentioned by (Citation).

The third most critical issue is I_3 . It is not as high in priority as I_2 because.... One reason this is third in priority is R_5 , which is emphasized by Author's Name (Citation) when they state "...". Another reason this is so critical is R_6 , as mentioned by (Citation).

The fourth most critical issue....

Recommended Actions

To deal with I_1 , the CEO of Omega Corporation should take action A_1 , with objectives O_1 and O_2 . This should be done because of facts F_1 and F_2 , and theory T_1 offered by Author's Name (citation). CEO should also direct the CIO to take specific actions A_2 and A_3 , with common objective O_3 . These actions and objectives are appropriate for the CIO because of facts F_3 and F_4 , and theory T_2 offered by Author's Name (citation).

To deal with I_2 , the CEO of Omega Corporation should take action A_4 , with objectives O_4 and O_5 . This should be done because of facts F_2 and F_5 , and theory T_3 offered by Author's Name (citation). CEO should also direct the COO to take specific action A_5 , with objectives O_5 , and objective O_3 , the same objective the CIO is working towards. These actions and objectives are appropriate for the COO because of facts F_1 and F_6 , and theories T_1 and T_4 offered by Author's Name (citation).

To deal with I_3, \dots