

WHY CASE?



IF YOU ARE A CHAPTER, sponsoring a case team is one of the best ways you can engage with youth:

- ✓ Give students immediately reachable goals
- ✓ Make the lessons you are teaching real
- ✓ Help them earn money for school
- ✓ Learn best practices from other chapters
- ✓ Gain recognition for your program
- ✓ Identify your most committed students

If you have a Leaders of Tomorrow program, you can sponsor a team to compete in the **National Business Case Competition**. In fact, the competition is unique in National Black MBA Association programming because it is organized and directed by the chapters themselves, with assistance from the national headquarters. It originated as a way for chapter mentors to challenge their most aggressive students to rise to a higher level of achievement, and today it is more successful in doing so than ever.

It is one of the most intense, challenging, and demanding experiences **any high school student** will participate in **anywhere**. Competing high school students are expected to present case analyses and recommendations with the exact same level of proficiency as an MBA candidate. Judges are instructed not to take the student's age into account. But for nine years, students from all over the country have shown that they have what it takes— the discipline, the intellect, the imagination, and the courage— to solve any problem that is put in front of them. In the process, mentors have found that, by pushing hard on students who are demanding greater challenges, the impact of their regular LOT programming is enhanced both for case team members and other participants in the program. Chapters incorporate the analytical training they are providing to case team members into their other LOT curriculum, and case team members become role models for other students in the program and the community by proving that, with some guidance, they can do anything.

YOUR JOB AS A CHAPTER

Preparation

As a chapter, your job is to prepare the students for the competition and get them there. In terms of training, you should review the judging criteria and scorecard, select your team of four students and an alternate, and then devise a system of instruction to get them ready. Bring in chapter members from a variety of fields to help coach them. Expose them to college students and corporations engaged in the analytical process.

Your team will have months to get ready for about 25 minutes of presentation. After the case is released, your team will need to do the following:

- Review the case
- Prepare an analysis using whatever tools you deem necessary (SWOT, Porters Five Forces, etc.)
- Develop recommendations, forecasts, and an implementation plan
- Create a presentation strategy
- Compete!

Getting There

You are also responsible for getting your team there and chaperoning them at the competition. Each year, what each chapter is required to fund changes depending on sponsorship levels, but chapters are always responsible for transportation to and from the host city. Some years, chapters are also responsible for lodging, food, and ground transportation. More information regarding what your chapter will be responsible for will be available as the competition date nears and sponsorships are solidified.

YOUR BEST CASE

Participating in the case competition is one of the most impactful experiences your LOT students will ever have. They will excel in ways they never even knew were possible. They will stretch their potential to its limit. They will be inspired by hundreds of other students from across the nation who are challenging themselves as well.

Most importantly, your mentors will help them gain a foundation of self-confidence that they will build on for the rest of their lives.