

WHY CASE?



IF YOU ARE A STUDENT, participating on a case team will provide a host of meaningful benefits:

- ✓ Earn scholarship money
- ✓ Challenge yourself and create new ideas
- ✓ Grow your self-confidence & communication skills
- ✓ Network with high-level business professionals, academicians, and other talented high school students from around the country.

In order to be on a case team, you have to participate in one of the Leaders of Tomorrow (LOT) programs affiliated with chapters of the National Black MBA Association, Inc. Though the curriculum and activities vary from location to location, participating in any LOT program will provide you with mentors that will help you learn how to be a leader now and in the future, set and reach aggressive goals, prepare for college, improve your academic performance, and network. Many programs also offer community service, oratorical, and financial literacy opportunities, among other ways in which you can get a head start on your future as a professional. Leaders of Tomorrow is designed to challenge you to realize and reach your fullest potential.

The **National Business Case Competition** is designed to be one of the most intense, challenging, and demanding experiences **any high school student** will participate in **anywhere**. If you are up to it and selected to participate on your case team, you will be working with the same type of cases that Master of Business Administration candidates all over the country— from Harvard Business School to the Wharton School of Business, use to prove themselves while pursuing their graduate degrees.

Solving Problems and Finding Opportunities

A **business case** is basically a story about a company that has some problems. Your team's job is to figure out what the problems are and solve them, in the framework of the competition. You will work with a mentor/coach who will walk you through the techniques MBAs use to solve complex problems, including the following:

- Performing quantitative and qualitative analysis
- Developing marketing plans
- Forecasting expenses and revenue
- Strategic and project planning
- Developing an implementation plan

Along the way, your coach may teach you tools used by business professionals at the highest levels every day, like how to perform a SWOT analysis or use Porter's Five Forces to evaluate competition. You may develop your own methods of creating a strategy. You will be able to put everything you have learned in school to use in one project—algebra, English, economics, research, and more.

Public Presentation

Analysis is important, but there is no more important skill than the ability to *communicate*. The case competition will test your ability to develop an idea and then sell it—through public speaking, visual aids that you create, and the messaging that you craft. At the very least, you will present in front of a panel of judges from corporate America or academia. If you make it to the final round, you'll present in front of more judges and hundreds of other students, all of whom wish they could be in the final round like you are. Few high school students will ever get an opportunity to engage in such an exhilarating exercise.

The pressure is intense. The competition is fierce. The stakes are huge. It requires discipline, assertiveness, and confidence.

But if you survive, you'll be ready for anything.