

## Strategy Team Presentation Scorecard Process

1. Sit with your Strategy Team on the morning of the presentations.
  2. Remember, at least 3 members from your Strategy Team must present. You will be responding to the Board of Directors' questions.
  3. After all presentations are complete, you will have 5 minutes to deliberate with your team and vote for the strategy that you believe should win the 'Students Choice Award'.
    - Use the scorecard on the next page to evaluate each presentation.
    - You must choose one team, but you cannot choose your own team.
    - Choose a person on your team to announce your choice and your reasons for it.
    - The team with the most votes wins. If there is a tie, both teams win.
  4. The Board of Directors will announce their winner after the 'Students Choice Award' is known.
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# MonteCristoAir Presentation Scorecard

Use the following rating chart to score each team: 1 = None 2 = Minimal 3 = Satisfactory 4= Good 5 = Excellent

Team	Plan Clarity <small>Rate your ability to perceive the teams strategy</small>	Plan Depth <small>Rate how well the team demonstrated learning (in 1 or more areas)</small>	Innovation <small>Rate the level of creativity that the team demonstrated</small>	Plan Breadth <small>Rate how well the team included all of the topics discussed throughout the week</small>	Team Work <small>Rate how well the team demonstrated teamwork</small>	Total Score
<b>Example</b>	3	5	2	5	4	19
<b>1</b> (add name) _____						
<b>2</b> (add name) _____						
<b>3</b> (add name) _____						
<b>4</b> (add name) _____						
<b>5</b> (add name) _____						

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# MonteCristoAir

## Case Study Process

**The Purpose** of this case study is to reinforce and enhance seminar learning outcomes.

**Each of you is assigned to one of the six MonteCristoAir departments:**

1. Sales and Marketing
2. Finance
3. Operations
4. Network and Schedule Planning
5. Fleet Evaluation
6. Regulatory and Environmental Affairs (R & E Affairs)

**At your Strategy Team meetings:**

- Identify a Team Leader and Recorder at your first meeting
- Choose a department to represent, making sure that all six are covered on your team
- Represent your department, and...
- Reach consensus on what to present to the Board at the Strategy Review Meeting
- Prepare your 10-minute presentation
- Be clear and concise...this is an executive overview (no more than 6-8 slides)
- Select a minimum of 3 people who will share in giving the presentation. If other do not present, they should prepare to answer detailed questions from the Board.

**Remember, your ASSIGNMENT is to prepare a proposal that includes:**

1. A strategy for building competitive advantage and increasing revenues
2. Fleet recommendations, including financing
3. Actions to improve operating efficiencies, and reduce costs
4. PLUS...actions to address departmental needs, as appropriate and agreed upon by your team

**There will be five sessions in the course of the program, as follows:**

Day 1: Orientation

- Get acquainted and organized, choose your department (make sure all six are represented)
- Name your team (feel free to get creative)
- For homework, read the sections "Information for All" and department information related to today's and tomorrow's modules

Days 2-4: Planning and Preparation

- Assess information from case books and apply learnings from the day
- Reach consensus and prepare presentation for "The Board of Directors."
- For homework, read the sections department information related to the next day's modules

Day 5: Strategy Review Meeting--Presentations to the Board

- 10 minutes maximum per Strategy Team, plus 10 minutes Q&A with the Board
- Classmates will vote on a winning strategy
- The Board will select a winning strategy

**The criteria for selecting the winning strategy are:**

- Plan Clarity: understandable strategy
- Plan Depth: demonstrated learning in one or more areas taught
- Innovation: level of creativity demonstrated in proposal
- Plan Breadth: inclusion of all main topics taught
- Teamwork: demonstrated ability to work together