

CASE IN POINT

SET THE SCENE FOR BEST PRACTICES IN YOUR ORGANIZATION

CASE IN POINT OFFERINGS ARE A FLEXIBLE SET OF ONLINE STUDIES DESIGNED TO HELP PREPARE MANAGERS FOR A VARIETY OF CHALLENGES

Pioneered by Harvard Business School, the powerful case-based learning methodology redefined learning from a passive experience to a dynamic one through the active exercise of analytical and decision-making skills. Available as an entire library or as individual topics, these thought-provoking *Case in Point* examples illustrate best-practice guidance on twenty vexing roles your managers need to master in areas such as communication, people development, decision making, strategy, and leading others.

CONTENT

ESSENTIAL CONCEPTS AND SKILLS FOR EVERY MANAGER

Case in Point studies accelerate the acquisition of new skills through engaging, realistic scenarios and rich peer discussion. Each case concludes with recommended best practices that managers can apply on the job.

Case in Point topics and titles are organized by business challenges:

Communication

Difficult Interactions
Influencing Others

Decision Making

Building a Business Case
Defining Problems
Ethical Decisions
Selecting Solutions

Developing People

The Coach's Role
Delegating for Growth
Managing Performance
Providing Feedback
Retaining Talent

Innovation

Fostering Innovation
Managing Creativity

Leading Others

Developing a Global Perspective
Emotional Intelligence
Overseeing Change

Strategy

Aligning Strategy
Anticipating Risk
Cultivating Customer Loyalty
Removing Implementation Barriers



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HIGHLIGHTS

- > Lively, relevant, provocative
- > Stand-alone or blended learning
- > Quick and easy to use
- > Audio and print selections

EXPERTS

GROUNDBREAKING IDEAS FROM EXPERTS

The *Case in Point* learning content is drawn from the leading research and acclaimed work of best-selling authors, prominent professors, respected executives, and practitioners.

- o Rick Aberman
- o Eric Abrahamson
- o Susan Alvey
- o Teresa M. Amabile
- o Joseph Badaracco
- o Michael Beer
- o John Hammond
- o Linda A. Hill
- o Helen Handfield Jones
- o Dorothy Leonard
- o Dr. June Paradise Maul
- o Morgan McCall
- o Annie McKee
- o Harry Mills
- o Jeff Polzer
- o Fred Reichheld
- o William Sahlman
- o Michael D. Watkins
- o Holly Weeks
- o John Wells

> For more information visit:
www.primacux.com



PROGRAM ELEMENTS

QUICK CONCEPTS PRESENTED IN CONTEXT

Designed as either a companion to classroom training programs or for stand-alone use, **Case in Point** studies from Harvard Business Publishing quickly conveys key management concepts within the context of a business challenge situation. **Case in Point** elements are designed to prompt users to exercise the skills of leadership and teamwork in the face of real-life business problems.

In addition to the quick case study, each topic offers in-depth additional resources from *Harvard Business Review*.

BLENDED LEARNING COMPONENTS

Designed for use in a participative learning environment that promotes peer-to-peer discussion and encourages learning from others.

TIME-SAVING FACILITATION GUIDES

Each guide contains learning objectives, a case analysis, suggested discussion plan, and case discussion tips that reduce facilitator preparation time to 90 minutes.

USER'S GUIDE

Online user's guide helps managers understand product content and technical requirements, suggests how best to use the program, and provides tips for leading a case discussion.

AUDIO FORMAT

Case topics can be downloaded to iPods and other handheld devices.

PRINTABILITY

All topics can be printed for off-line distribution and review.

ONLINE RESOURCES

Each *Case in Point* topic contains two online articles drawn from *Harvard Business Review*.

ADDITIONAL FEATURES

Flexible design for stand-alone or integration into blended learning program.

Quick & easy cases take only 20 minutes and require no training to use.

Relevant & memorable lessons can be immediately applied on the job.

TARGET AUDIENCE

Case in Point studies are ideal for mid-level and senior managers who need to quickly develop new leadership skills and enhance their existing competencies to meet complex business challenges.

Building and refining this group's leadership skills will directly affect your organization's success.

COMPLEMENTARY OFFERINGS

Extend the program's impact with additional leadership development programs, such as:

- LEADERSHIP TRANSITIONS
- SIMULATIONS FROM HARVARD BUSINESS PUBLISHING
- HARVARD MANAGEMENTOR 10

Or select from our deep well of print and digital content. Ask your relationship manager for recommendations to match your current strategic initiatives.

LEARN MORE

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SUPPORT

IMPLEMENTATION SERVICES

CASE IN POINT learning is quick and easy to deploy via your LMS or intranet. Our Implementation Services Team can help you develop an effective rollout strategy and can customize the product to meet specific organizational needs for even greater impact.

Many more Harvard Business Publishing offerings are available to help you achieve your leadership and management development objectives. Please contact us for information on our comprehensive portfolio of strategic content, programs, and services.