

# IVEY PUBLISHING CUSTOM CASE WORKSHOPS





# GLOBAL CASE LEADERS

## WHY HOSTING A CUSTOM WORKSHOP IS RIGHT FOR YOU



### Strategic Alignment and Institutional Goals

Promote a unified teaching methodology across your faculty and target specific disciplines like sustainability and quantitative subjects, focusing on case teaching, writing, or both.



### Enhanced Faculty Development

Enhance teaching and case writing skills for all faculty, establish consistent grading practices, and receive personalized feedback on case drafts and publication best practices.



### Increased Faculty Engagement and Retention

Promote professional growth and renewed enthusiasm among faculty by emphasizing the importance of investing time in teaching through insights and best practices.



### Reputation and Accreditation

Partner with a globally recognized leader in case-based learning and showcase your commitment to teaching and writing high-quality, decision-based cases.



### Cost-Effective and Flexible Delivery

Customizable workshops offer cost control and flexibility. Learn to deliver cases in your own teaching spaces, with guidance from an experienced facilitator tailored to your needs.

## Case Writing Topics

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Case focus choices

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Case plan

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Preparation for field work

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Opening paragraph  
assessment

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Case plan preparation

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Gathering additional data

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Challenges in case writing

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Abstract and objectives  
creation

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Guidelines on submitting  
cases to Ivey Publishing

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And more

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**“This was a great workshop series and the length and timing of sessions was manageable with a busy schedule. David did an excellent job of modelling the teaching strategies he was encouraging us to use.”**

- Dr. Amy Robinson, Western University

## MEET OUR WORKSHOP FACILITATORS

Our facilitators specialize in case study writing, case teaching, and the case method. With extensive experience in case-based learning, they provide valuable insights and guidance to enhance your skills in developing and teaching impactful case studies.



## Case Teaching Topics

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Sample case class

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Prerequisites for case teaching

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Case class preparation

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Teacher preparation

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Case teaching plan

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Managing the classroom discussion process

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Discussion questions for use in class

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Evaluating case class contribution

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And more

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**“The case method has proven to be an extremely effective way to engage students. As faculty, we enrich the student experience by enhancing our understanding of the method, through observing others and sharing best practices.”**

- David Wood, Ivey Business School



# Program Options

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Case Teaching Workshop

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Case Writing Workshop

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Case Teaching and Writing

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Discipline specific workshops

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## WHY IVEY PUBLISHING?



### Global Leadership

For decades, Ivey has been a global leader in case-based learning and publishing. The case method enhances critical thinking and decision-making by solving real-world problems. It creates an active learning environment that deeply engages participants and helps them apply theoretical concepts to practical scenarios.



### Proven Track Record

Over 15,000 participants from more than 60 countries have benefited from our workshops. Hosting a custom workshop can greatly enhance your institution's case teaching and writing methods.



### Expert Instructors

Our workshops offer options for case teaching, case writing or both, all facilitated by experienced Ivey faculty members. Whether in-person or online, our custom workshops are tailored to meet the specific needs of your institution.

## HOW TO GET STARTED?

- STEP 1** Schedule a consultation to discuss your specific needs and objectives.
- STEP 2** Share your preferred topics, and we'll create customized content tailored to your institution.
- STEP 3** Choose your preferred delivery method – in-person or online.

Contact us  
for your  
**custom**  
**solutions** and  
pricing details.

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