

# IVEY PUBLISHING CUSTOM CASE WORKSHOPS



**Ivey** Publishing  
Business School

WESTERN UNIVERSITY • CANADA

# GLOBAL CASE LEADERS

## THE CASE METHOD

The Case Method is a powerful teaching method using cases to analyze the business issues managers face every day – not fictitious scenarios but actual real-world problems. Ivey’s commitment to real-world knowledge and teaching expertise develops extraordinary leaders and extraordinary careers. Our Case Workshops immerse participants in the case method. Participation, interaction, case analysis and use are all key features in the workshop.

### **Ivey Publishing Custom Workshops: Learn together, close to home**

For decades, Ivey has utilized case-based learning and has become a global-leader in not only case publishing, but promoting the case method. Over 15,000 participants have benefited from and enjoyed the practical focus found in our workshops, bringing the case method to classrooms at colleges and universities in more than 60 countries.

### **Why a custom workshop?**

Participants from your institution can immerse themselves in an interactive workshop facilitated by an experienced Ivey faculty member and author hosted either in-person at the location of your choice or online, on the platform of your preference. Our team can develop and present content specific to the needs of your institution and faculty. The length and number of participants is flexible and based on your objectives of the workshop. The best part, attendees not only learn from an Ivey facilitator, but also learn from each other, sharing classroom best-practices and their case experiences:

**“After years of struggling with case teaching, I feel like I have a handle on what has not worked for me in the past and how to improve my case method application in the future.”**

~ James Hilliard, Temple University

## Case Writing

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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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**“The case method has proven to be an extremely effective way to engage students. As faculty, we can help our students get the most from this experience by enhancing our understanding of the method. One of the most effective ways to improve your case teaching is by observing others. As workshop facilitators, we encourage participants to advance case method techniques using shared experiences and best practices.”**

~ David Wood, Executive Director, Ivey Publishing

## FACULTY FACILITATORS

<b>ROB AUSTIN</b>	Professor, Information Systems
<b>KANINA BLANCHARD</b>	Assistant Professor, Management Communications & General Management
<b>NADINE DE GANNES</b>	Assistant Professor, Managerial Accounting and Control & Sustainability
<b>NICOLE HAGGERTY</b>	Associate Professor, Information Systems
<b>FRASER JOHNSON</b>	Professor, Operations Management
<b>ALISON M. KONRAD</b>	Professor, Organizational Behaviour
<b>KAREN MACMILLAN</b>	Assistant Professor, Organizational Behaviour
<b>DARREN MEISTER</b>	Associate Professor, Entrepreneurship
<b>SIMON C. PARKER</b>	Professor, Entrepreneurship
<b>HUBERT PUN</b>	Associate Professor, Management Science
<b>GAL RAZ</b>	Associate Professor, Operations Management and Sustainability
<b>W. GLENN ROWE</b>	Professor, General Management and Strategy
<b>NING SU</b>	Associate Professor, General Management, Strategy, and Information Systems
<b>MICHAEL H. TAYLOR</b>	Lecturer, Marketing
<b>DAVID WOOD</b>	Lecturer, Operations Management

## Case Teaching

Sample case class

Prerequisites for case teaching

Case class preparation

Teacher preparation

Case teaching plan

Managing the classroom discussion process

Discussion questions for use in class

Evaluating case class contribution

Learn more about our Faculty: [ivey.uwo.ca/faculty/directory/](https://ivey.uwo.ca/faculty/directory/)

**“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



PROGRAM OPTIONS	FEES & SPECIFICATIONS	
	VIRTUAL	IN-PERSON
<b>Ivey Faculty Facilitator</b>	<b>\$5,000 CAD / weekly session(s)</b> <ul style="list-style-type: none"> <li>up to a maximum of two 2-hour sessions per week</li> </ul>	<b>\$5,500 CAD / daily rate</b> <ul style="list-style-type: none"> <li>up to a maximum of 6 hours of instruction time</li> </ul>
<b>Workshop Materials</b> <ul style="list-style-type: none"> <li>Permissions will be granted and files will be provided to participants</li> </ul>	<b>\$2,000 CAD for all materials</b> <ul style="list-style-type: none"> <li>Includes copyright permissions fees for case studies, guides and additional materials as required by facilitator. Digital materials only.</li> </ul>	<b>\$2,000 CAD for all materials</b> <ul style="list-style-type: none"> <li>Includes copyright permissions fees for case studies, guides and additional materials as required by facilitator. Digital materials only.</li> </ul>
<b>Travel &amp; Accommodation</b>	<b>Not applicable</b>	All travel, accommodation and meal costs for facilitator to be covered by host institution
<b>Mini Custom Workshop</b> <ul style="list-style-type: none"> <li>Tailored to specific case writing and teaching topics</li> <li>These can be a beneficial addition to conferences, faculty development or an add on to a full workshop</li> </ul>	<b>\$2,000 CAD / 2-hour session</b>	<b>\$2,500 CAD / 2-hour session</b>

*\* All fees charged in USD outside Canada*

**Contact Ivey Publishing to book your custom workshop**  
[cases@ivey.ca](mailto:cases@ivey.ca) | [iveypublishing.ca](http://iveypublishing.ca)