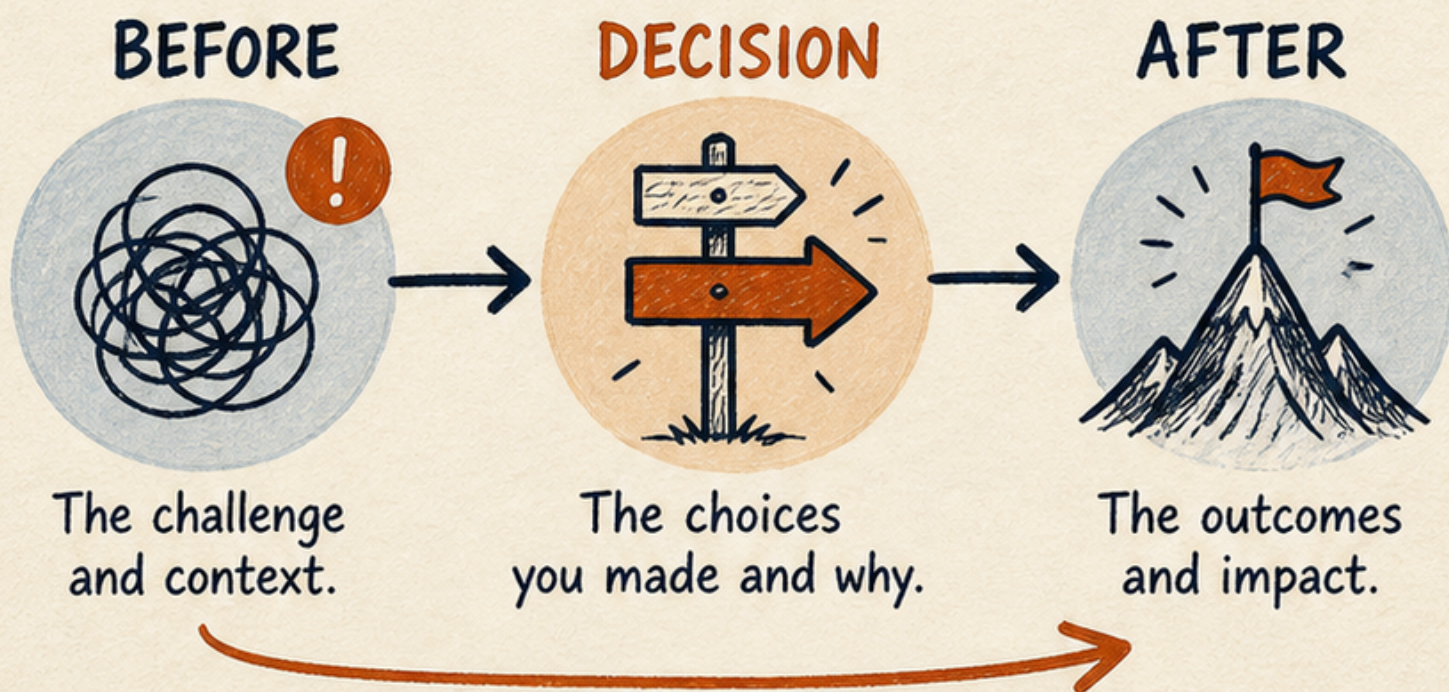


HOW TO CREATE A USEFUL CASE STUDY

Show the **decision** —
not only the result.



A CASE STUDY IS NOT A TESTIMONIAL WITH MORE WORDS.



→ It should explain how change happened.



BUILD THE STORY



1 **CONTEXT** —
where did it begin?



2 **TENSION** —
what made change necessary?



3 **DECISION** —
what was chosen?



4 **CHANGE** —
what became different?



5 **EVIDENCE** —
what supports the result?

MAKE THE EVIDENCE SPECIFIC



Use facts the reader can understand.

TEACH THE READER HOW PROGRESS HAPPENED.

Outline one customer story.

BUILD THE CASE

1. CONTEXT



2. TENSION



3. DECISION



4. CHANGE



5. EVIDENCE

