

Week 3

Applicable VLOs or EESs for This Week's Case Study

Develop personal/professional strategies and plans to improve future professional growth and job performance in a Canadian enterprise.

ESS:

- Critical thinking & problem solving
- Information management
- Numeracy
- Personal Skills

This Week's Detailed Case Study Information

Beneath the soft glow of Edison bulbs at Quisine Analytics' flagship location, you find yourselves observing Bob, the co-founder, intently examining a spreadsheet illuminated by his laptop screen. It's a late evening; the dinner rush has wound down, and the sound of dishes clinking has become a soothing background hum. Despite Bob's intense focus, his furrowed brow betrays the gravity of the decision before him: recruiting a Chief Strategy Officer (CSO) to guide Quisine Analytics through new culinary and technological frontiers.

You understand that Bob and Alice have felt the need for a CSO since customer satisfaction scores leveled out at a savory 8.5 out of 10—a clear sign pointing toward strategic innovation. The imminent Montreal food festival presents a perfect chance to highlight their brand, but with the average customer spend stagnating at \$47 and the need to keep the 15-minute table turnover rate during peak hours, a strategic revamp

is evidently due.

As Alice refines a potential game-changing recipe for the Quebec poutine scene, she shares a knowing look with Bob, both appreciating the significance of their impending decision. This isn't merely adding a new member; it's a critical step towards their goal of international acclaim.

From your unique consultant vantage point, you witness their quiet determination, considering how this crucial choice might be the secret ingredient to flourishing growth. Leveraging your expertise, you recognize that shaping this role calls for a profound grasp of Quisine Analytics' current performance and future aspirations.

The following day, you're surrounded by the rich scent of coffee and ambition in a bustling local cafe. Here, amid animated conversations and the tap of keyboards, inspiration hits you.

You begin to outline the role for a CSO who can enhance customer satisfaction, increase the average spend, and fine-tune table turnover for better profitability. You envision a visionary with an analytic palate, someone adept at discerning subtle market trends and digesting data with precision.

You recall a trivia night in Val-d'Or that, through strategic data analysis and community involvement, surged weekday patronage by 23%—a success the new strategist should seek to emulate and exceed for the brand's advancement.

By evening, back at Quisine Analytics, you watch the dance of chefs and servers, while a screen displaying real-time sentiment analysis underscores the value of data-informed decisions. The incoming CSO will need to harmonize with these insights, orchestrating a strategy that marries the reliable with the innovative.

Your mission is evident: to pen the role description, pinpoint the metrics for the CSO to target, and chart a course for this strategic virtuoso's integration into the Quisine Analytics ensemble. Bob and Alice count on your expertise to pinpoint the talents and background that will enrich their formula for triumph.

Your challenge this week is as enticing as the scents from Alice's test kitchen: to delineate a vision for a role that will sculpt Quisine Analytics' destiny—a delicate concoction of anticipation and skill, a role demanding a palate honed by experience and a hunger for novelty.

Deliverables for This Week's Case Study

1. Draft a role description for the Chief Strategy Officer position, emphasizing the skills and experience required for driving strategic innovation in customer satisfaction and profitability.
2. Identify key performance indicators for the CSO to improve upon, such as customer spend and table turnover rates.
3. Design a strategic integration plan for the new CSO that aligns with Quisine Analytics' objective of enhancing their market presence at the Montreal food festival.