

## Big Idea Worksheet

Your name: Hendrik Pfeifer (hp024)

Name of the project: Chicago Car Repair Shop

### Who is your audience?

List the primary groups or individuals to whom you'll be communicating.

- The management of "Drive and Smile" an US car repair shop including a tow service
- The store managers
- The human resources
- Finance department

If you had to narrow that to a single person, who would that be?

- Mr. Gale Smith, the CEO of "Drive and Smile".
- He is the most influential person and if there is no agreement, he has the last word.

What does your audience care about?

- guarantee the best service for every customer in the city
- grow and expand across the US
- find the best location to generate as much jobs as possible

What action does your audience need to take?

- Agree to the proposal to build a new repair shop including a tow service in Chicago. This should be done at the place where a large number of car crashes happen.
- Therefore we need a building including a workshop, furnishing, 15 new employees and 5 tow cars.

## What is at stake?

What are the benefits if your audience acts in the way that you want them to?

- guarantee the best fastest service for the customers in the city of Chicago
- growth in one of the most important cities in the US
- happy and loyal customers

What are the risks if they do not?

- miss the opportunity of growth
- competitors take shares
- miss the opportunity to become a data-based company

## Form your big idea

It should articulate your point of view, convey what's at stake, and be a complete (and single!) sentence.

By approving and funding the new repair service in the city of Chicago, "Drive and Smile" will become one of the leading repair shops including towing services in the US with the happiest and most loyal customers.