Group 5 Peer Review (Ben Goodwin, Andre Mauldin)

With your peer review partner, please review each other’s big idea and answer the following questions and submit a joint peer review for your peer review group here.

1) Compare and contrast.

Are there common points?

* Both are interested in “putting the best foot forward.” We both aim to please the end consumer, whether that is a customer flying an airline or a Frito-Lay employee.
* Minimizing costs
* Both audience’s focused on mid-level managers
* Both aim to reduce something, employee attrition or delayed flights (dissatisfied customers)

How are they different?

* Frito-Lay was employee related; airline study was more process related.
* Frito-Lay was to reduce internal costs associated with attrition, and airline was related to customer satisfaction.

Which do you find to be more effective, and why?

* The approaches are much different, one approach is driven by a process (airline) and the other is driven by culture (Frito-Lay).
* They both effectively target their intended audience with realistic and credible goals.

2) How did you frame? Reflect on the big idea you originally crafted.

* Frito-Lay idea was framed around minimizing attrition so that the company can focus on areas of business interest (increasing sales, increasing footprint, and reducing overhead)
* Airline idea was framed around presenting additional data to the consumer to build trust and allow the consumer to make informed decisions. This would potentially increase revenue.

Did you frame it positively or negatively?

* Both were framed positively at the end of the day. Airline project gives consumers information on an airlines ability to deliver on a promised arrival time and Frito-Lay focuses on increasing employee retention to make the business more successful.

What is the benefit or risk in this big idea?

* Airline consumers have a greater ability to gain information about airlines promised arrival times vs their actual performance.
* Frito-Lay employees are going to benefit as their company is attempting the incentivize them to stay with the company.

How could you reframe the opposite?

* Frito-Lay employees have leverage on their employer as the company is struggling with attrition, those who are willing to stay will ultimately save the company money, but they will stay knowing that the company must cater to them.
* Building trust drives traffic to the company site, which increases visibility and increases revenue. The goal is for the consumer to use the airline's site as a goto for arrival information.