

- 10:45 am
- Slide #2
- Skylar - Use interview
- A decision case - a rolling set of decisions
- human insight
- New product development
- Really like the case: could use in <sup>org</sup> management theory class
- Add in mg. structure, functional groups - paint the picture of what it is like to shepherd the project through the org.
- old guard vs new guard
- political tension - tell that story
- detail the dead ends
- pull through the dead ends to find the Grinch Incident (could be when the president died, bringing in Sam/Pierre)
- Needs to have a hook early on
- end of first parag - suggests a threat - could be the hook
- How did looking outside the industry for vendors influence design
- Give a voice (names / quotes) to the doubting voices
- A good example of innovator's dilemma - consider adding this as a theoretical framework
- Learning objective - ~~change to~~ "Evaluate" rather than compare
- Provide visuals to help students understand the trade show industry
- Add an epilogue
- How do you deal w/ students seeking access to information about the success of the firm
- consider changing the biz name to keep students from finding out what happened