

## Case Study

William Shakespeare Holdings is a well established company in Sri Lanka. It deals with many aspects of industry, such as banking and finance, hospitality, education, medical equipment. Amongst its many subsidiaries is a company which focuses on improving educational opportunities in marginalized areas in the island. This company specializes in educational incentives, and is called WSH- learning. From 2001 onwards WSH- learning has also handled the parent company's CSR (Corporate Social Responsibility) program. It has opened IT centres in the Southern Province, and launched English teaching programs at secondary school level in the Eastern Province.

In 2005, an executive of WSH-Learning met a lecturer of NSBM at a social function, and in the course of small talk, found out that NSBM was looking for links with the corporate sector. The executive followed up by informing the CSR division of the company. The result was that WSH-Learning was invited to conduct a soft skills course at NSBM, to supplement a course called "English Skills for Final Year Students". The soft skills course was conducted as a three week intensive course in the premises of NSBM. WSH-Learning went all out to promote the course by printing attractive posters to advertise its program within the institute. It went so far as to enlist the services of PRIDE, Sri Lanka's leading advertising firm to design the posters and admission cards for the final years.

Gradually, the quality of the program went down and the students complained that the program was not effective. Now the organizers of the course within the institute were in a dilemma because the director of NSBM ordered that the course should not be continued.

### Task

You are the chief organizer of the program and you have to inform the WSH-Learning that they cannot continue their course at NSBM. You cannot jeopardize the partnership. Additionally, you want to keep the door open for future activities with this leading private sector company.

Write a letter to the Director , CSR, WSH-Learning (pvt.) Limited.

Keep in mind,

1. That you have to make sure the message is clear.
2. That you don't hurt their feelings.
3. That you don't sever relations.
4. That you give a reason for your actions.