

- 0:00 [MUSIC] Hi, in this video, I will give you an overview of the Nike case study you'll be working with, and we'll share a few guidelines that I hope will make your assignment easier to manage.
- 0:15 In your reading materials, you will find two documents, in Module 1, you will find the job description, and in Module 2 it caps on the assignment document which will serve as the basis for your work.
- 0:28 The job description is for the job you recently landed with Nike, this is a real life position Nike has posted on Glassdoor in November 2020. The posting gives you a good idea of the salary range, description, expectations and responsibilities. In this sample new role, you're asked to compile a personal team and organizational agile transformation plan.
- 0:52 We have covered most of the things listed on the list of responsibilities. For things that we have not covered, like backlog grooming, cozens or creating epics for example, be on the lookout for a series of short complimentary videos I will be launching in LinkedIn and YouTube over the next few months.
- 1:12 The second document is the case study, the case study provides background information about your team and Nike, and outlines some of the challenges that company is facing. This information it will give you context for creating a more well thought out plan for transforming your team in Module Two, and creating a change management plan in Module Three.
- 1:33 The case study contains links, and I highly recommend you review those before you begin creating your project plan.
- 1:40 If you're applying for a job, recruiters typically do not provide you with information about the team or the company, you have to do your own research, you will want to take this seriously and give it your best effort.
- 1:54 In this case study, please feel free to do your own additional research, it will enhance your work. The quality and breadth of your research ,will determine your performance during the interview.
- 2:07 When engaging your research, be mindful of the sources, I suggest aiming to use only trusted opinions and verified websites, it can be challenging to decipher which opinions you can trust, well known industry experts can provide relevant insights.
- 2:24 Research the authors who work for well known corporations or have extensive experience in the industry. If you are concerned or wondering whether you should use a particular resource, I suggest that you stay on the more cautious side. I encourage you to research opposing opinions, look at facts and make your own conclusions, you should be able to explain how you came to those conclusions.
- 2:49 If you choose an alternative assignment, which is to create a plan for your own company, be mindful of sharing any information that might be confidential, you will want to protect your company and yourself.
- 3:01 I'm intentionally not providing you with specific step by step instructions for this assignment, the purpose of this project is to give you an opportunity to solve a real world problem in your own way.
- 3:13 Use your intelligence, your creativity, your experience, and the way you see the world to complete this assignment, consider what makes you unique and invaluable to your company and trust your opinions, observations, knowledge, and skills.
- 3:28 Remember to harness your own potential and talent to create the project that you will be proud to share with your current or potential employers. Good luck, I'm looking forward to seeing what you come up with.