



Statistically Speaking

You are running an election for the President of the Statistics Department. How do you run a successful campaign?

CASE TYPE
Unconventional

COMPANY NAME
Bain Capability Network

DIFFICULTY LEVEL


Statistically Speaking

So, how do you become the President of a Department?

Case Type

Unconventional Case

Company Name

Bain Capability Network

Round

Partner

Difficulty Level



Problem Statement

You are running an election for the President of the Statistics Department. How do you run a successful campaign?

Sir, this is a very interesting problem since I ran for the elections as the President of the Statistics Department. I would like to express how I ran the campaign for the department position.

Yes, please go ahead.

I would like to divide my strategy into three critical time periods. First, there's the "Strategy and Planning" phase. This is followed by the "Execution" phase. Finally, we have the "Post-campaign" phase.

That sounds good. Please walk us through each phase.

Yes sir. Let us start with the first phase. In the first phase of Strategy and Planning, I focused on reaching out the departments for their concerns. I made coalitions with candidates across the years. I decided on messaging and selection of channels.

Wonderful. What about the second phase?

In the execution phase, I took several important steps to secure the win. I leveraged my past experience and highlighted my achievement. I ran online polls and posted memes as an effective method of campaigning for the youth. I customized my messaging to fit my audience. I leveraged endorsement from active members. I shared budgets and balance sheets. I gave confident and positive speeches.

What happened post-election?

Once I was elected, my efforts were not over. I ensured a thumping victory. I had defeated politically active members. I thanked the department members and I ensured inclusivity by appointing different department heads from different groups.

Congratulations for your victory. The case was very comprehensive. Well done.

Statistically Speaking

So, how do you become the President of a Department?

CASE FLOW

CASE FACTS

- 1 Imagine you're running for the position of President of your Statistics Department.
- 2 What strategies are you using to secure a win? An exhaustive approach is critical.

