Case 4: Targeted Flyers for EDP Engagement — Case Overview

Case Summary:

Nexus Logistics Solutions is looking to improve the Employee Development Program by leveraging Generative AI to increase employee engagement through personalized promotional materials. This project will focus on creating targeted content that aligns with distinct employee motivations identified in recent analysis. Your task is to develop draft flyers with tailored content for each segment, highlight relevant visuals, and document the OpenAI Custom GPT setup and content creation process. Additionally, prepare an executive summary evaluating the model's effectiveness and offering insights for future customization efforts.

Materials:

- **Case 4 Memo from NLS**
- **Nexus materials from Case 1, 2 and 3**
- **Segmentation model from Case 3**

Deliverables: due Tuesday, November 25 @ 11:59 PM ET

Deliverables can be uploaded on Blackboard as a single document, or separately.

- **Draft Flyers**
    - A draft flyer for each identified segment, with messaging that aligns with their specific motivations for participating in the EDP as well as highlights the opportunities offered by our EDP courses.
    - Each flyer should be a concise, engaging promotional piece (100–300 words) tailored to the unique motivations of each employee segment.
    - Suggested design elements for each flyer:
        - Headline: Capture attention with a headline that resonates with the segment's primary interest (e.g., growth, community, skill-building).
        - Intro: A brief introduction that highlights why the EDP is beneficial for the segment.
        - Benefits Overview: A few key points that outline the value of EDP participation, framed around the segment's unique motivations.
        - Visual Suggestions: Description of relevant visuals to enhance engagement, such as images of team collaboration, skill-building symbols, or growth metaphors.
    - The immediate focus for this project is on the content of the flyers. Therefore, you do not need to produce fully designed flyers with complete graphic layouts. Please provide draft text for each flyer along with a brief description of any visual elements you recommend, such as suggested images or graphics.

- **Executive Summary of project**
  - An executive summary highlighting the project goals, approach, and initial outcomes, as well as an evaluation of the Custom GPT's effectiveness in generating targeted content.
  - This summary should be no longer than 1 single-spaced page and include:
    - Key insights or learnings from the project.
    - Observations on the model's performance in generating content for different segments.
    - Recommendations for future use of Custom GPT in similar projects.

- **Custom GPT Documentation**
  - A document that includes the instructions, descriptions of any knowledge base attachments, and any other parameters used in creating the Custom GPT.

Learning Objectives and Assessment

Case 3 Learning Objectives:
- Analytics Concepts and Skills:
  - Apply core tools to business solutions
    - Use Generative AI to create custom, segment-specific content for stakeholders
- Experiential Concepts and Skills:
  - Use FACt to frame and communicate analytics proposals, methods, and results with business stakeholders
  - Document analytics project development
  - Identify and communicate opportunities for future project enhancements, based on insights gained and lessons learned throughout the analytics process

Gen AI Policy
- You may use ChatGPT or other AI tools to help you draft your slide deck or cover letter.
- On one slide in the Appendix of your slide deck, please briefly describe if you used Gen AI for any of your work (drafting language, brainstorming ideas, writing Python code, etc.). A few (1 to 4) bullet points is sufficient.

Grading
- Your work will be graded according to the rubric below (also posted within the assignment)

	Needs Improvement	Partially Meets Expecations	Meets Expecations	Exceeds Expectations
Framing (40 points)	16	24	32	40
Managerical Insight: Executive Summary	8 — Information content good, but insight is lacking	12 — One or two nice insights, but could be developed further	16 — Solid managerial insights	20 — Well-developed managerial insights main focus
Draft Flyers	8 — Content lacks alignment with the segment's motivations and appears generic, showing limited understanding of the target audience.	12 — Flyer content shows some attempt to address the segment's motivations, but lacks depth or specific tailoring to the target audience's interests.	16 — Flyer content is mostly aligned with the motivations of the intended segment, with a good understanding of their interests and needs.	20 — Content is highly tailored to the specific motivations of each segment, with a clear understanding of their needs and interests
Analysis (40 points)	16	24	32	40
Custom GPT Design	8 — Custom GPT has minimal design elements	12	16	20 — Custom GPT is thoughtfully designed to capture client's needs
Incorporation of Relevant Data	8 — Minimal relevant data/past analysitcs included	12	16	20 — Final product (flyers and Custom GPT) take into consideration all relevant data from past analytics and Nexus materials
Communication (20 points)	8	12	16	20
Communication - Presentation Skills: Clarity in infographic; content and style appropriate for business communication	2	3	4	5
Communication - Audience Focus: Audience preparation, Appropriate complexity and technical detail for audience; Concise wording	2	3	4	5
Communication - Visuals: Design of visualizations; Use of titles, chart and graph labels and captions; Use of space/clutter	2	3	4	5
Communication - Organization: Overall design of infographic, visual hierarchy and structure	2	3	4	5
TOTAL	40	60	80	100