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Write a "Teaching" Case Study 10 Easy Steps

- 1. Choose the case focus
 - a. What is the topic area?
 - b. What is the dramatic juncture (decision point)?
- 2. Frame the case
 - a. Who is the main character? What happens? What are the obstacles?
- 3. Background research
 - a. Web, newspapers, books, previous interviews
 - b. Scholarly articles, studies, experts
- 4. Primary research if possible
 - a. Who are the most important participants in the story--pro/con? Who is secondary?
 - b. Who provides context?
- 5. Interview questions
 - a. What was the situation at the beginning? What at the end? What was the path in between?
 - b. Typical question: "And then what happened?" Establish chronology.
 - c. Keep your views out of the interview; you are reporting, not establishing your expertise
- 6. Case structure
 - a. Introduction: Who is the main character? What is the big picture/problem? What is proposed solution (identify pros/cons)? What is the immediate dilemma?
 - b. Background; Development; Action.
 - c. Optional: Wrap-up (Epilogue)
- 7. Tips
 - a. Orient reader repeatedly re time/place
 - b. Use subheads to signal important information
 - c. Summary narrative vs dramatic narrative

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10 Easy Steps: Casewriting Lur	ndberg	Case	Consortiun
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8. Stay inside the story

- a. Limit info to what was known at time /chronology
- b. Background though lens of protagonist
- c. "In the weeds"—tell story as if unfolding now

9. Casewriter voice

- a. Non-judgmental, non-analytical, factual, engaging
- b. If students can tell what writer thinks, there will be no class debate

10. Clearance

- a. Send draft for review to all quoted by name for comments and corrections
- b. Optional: send draft for review to an expert in field for comment