

Ten Questions to Ask Yourself Before Writing a Teaching Case

You can only write clearly if you think clearly. Before you begin writing a teaching case, it is advisable to ask yourself 10 sets of questions that can better prepare you for the writing:

1. How does the case fit into my teaching? What are my teaching objectives? What key discussion questions do I want to bring into the classroom?
2. Who will my audience be? How difficult should my case be?
3. How fresh is my case topic? Do similar cases already exist? Have I done an Internet search (e.g. on www.thecasecentre.org)?
4. What type of case do I want to write? A field case, a “library” case, or an “armchair” case? A full-length case, a mini-case, a case series, or a multi-media case?
5. What is the decision focus of my case? Who will be my protagonist? Why is his or her decision urgent?
6. Does the case include controversy, contrast, conflict, dilemma, or other dramatic elements?
7. What are the standard components of a case? How shall I open the case? What sections shall I create thereafter? How shall I close the case?
8. What data do I need to complete a case? Do I need interviews, and if so, with whom, and how many? How can I get an organization to cooperate on allowing interviews?
9. Within what time frame do I want to finish the case? What if I experience a writing block?
10. In what style shall I write a case? Which writing rules I should follow? Do I have any tips for editing the draft?

(Please refer to *RSM CDC case writing training material part 2: How to Write a Good Teaching Case for the answers.*)