# Using case studies to tell a story

A case study is amongst the most compelling ways to tell a story. The best-case studies tend to follow a familiar design to communicate the key elements that make up the journey to resolving a problem or realising an opportunity.

A good case study will fulfil two purposes for SRM. Firstly, it will (when validated by the relevant Business Area) quantify the value delivered from a specific initiative or work stream. Secondly, it will provide a powerful incentive for other areas to adopt more SRM practice.

This guide has drawn on various aspects of good practice when creating a case study.

**The format:**

Select a format and length that works for you but most importantly for your target audience. A one page logically arranged layout is recommended using no more than around 500 words.

A sample case study has been provided, based on the relationship between the Australian Defence Force and its suppliers.

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| Case study template |

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| The customer: | Begin by putting the spotlight on the customer, not your product. In the case of an SRM case study the customer is the business area that had a problem or is benefitting from an opportunity. |
| The challenge: | What condition was the business area trying to change or improve? How was the condition impacting on department strategic objectives? |
| The journey: | Share the previous steps the business area took to solve the problem or realise the opportunity. Briefly explain why these approaches failed. |
| The solution: | This is where you explain the approach that worked. What were the key elements? |
| The implementation: | Share how the solution was implemented by the business area and the supplier, including details such as time commitment or obstacles overcome. Be honest about any problems that arose and how they were resolved. |
| The results: | Detail how the approach solved the business areas problem with as many specifics as possible. Use as many facts as possible but don’t be shy to also stress changed perceptions and positive behaviours and supplier feedback. This is where you summarise and close your story*.* |
| Validation: | Case studies need to be relevant and credible and therefore the business case should be validated by the primary impacted Business Area. |

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| Australian defence force |

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| The customer: | FFG Enterprise maintains guided missile frigates for the Australian Navy |
| The challenge: | * It comprises of the Defence Force and two strategic suppliers * Success is heavily dependent on collaboration between the two suppliers, who are typically competitors in the market * Historically, the long-term contracts had been plagued with problems in equipment availability issues and delays in delivery counter |
| The journey: | The FFG developed a charter to encourage productivity and innovation |
| The solution: | * The charter is a one-page document committing all parties to missions and values * Parties were encouraged to work to outcomes, rather than absolving responsibilities through contract terms * By publicly signing up to the charter, team leaders shifted the emphasis from short-term outcomes to long-term objectives |
| The implementation: | * Relationships were quickly built at all levels, from operational to strategic, through the establishment of regular open communication in order to establish the drivers & goals of both parties and build trust through an honest & committed approach. |
| The results: | Supplier Partnership shifted mindset in the relationship, leading to improved innovation and productivity. Performance also improved considerably   * Over 20% realised cost savings, in the order of AUD$28 million per annum * 44% fall in hourly labour costs * 25% increase in the number of days equipment is available for operation * 100% on time delivery of FFG capability out of maintenance |
| Validation: | Director MCPSPO |