

CAREER MONDAYS

10 TIPS ON *STRATEGIES FOR CASE COMPETITIONS*

1. **Get in the Game.** Competitions are exhilarating, hands-on opportunities to apply knowledge, develop presentation skills and build candidacy for future employment. They are a highly engaging way to meet and mingle with potential employers as most competitions are sponsored by local, national or international companies.
2. **Be open to new experiences.** There are as many types of case competitions as there are majors at UConn. Consider all venues: on-campus competitions, on-line, video, group or international competitions. The prizes can also be great!
3. **Choose your team.** If you are able to select your own team, build a team based on individual strengths. The strongest teams are a combination of different skills and focus each individual's ability to bring unique skills to the team.
4. **Read the "Rules"** Case materials can be long and dry, but read them thoroughly in order to be ahead of the game.
5. **Make good use of time allotted.** Most cases take place during the semester, so while you still have classwork to focus on – the time leading up to the competition is critical. Focus on time management and team dynamics.
6. **Research the topic fully.** This is the part of the competition where teams build their knowledge of a new topic. Make sure to research the company sponsoring the case competition and learn about their product, mission, and company values. Incorporate it into your presentation when discussing your solution – it will make the presentation personal to the judges.
7. **Be creative.** Cases can be real or highly imaginative queries which are not limited to "reality." Unusual presentations can be game changers to a competition IF the strategies presented can be defensible by data and research. Keep it interesting and push the boundaries.
8. **Practice, Practice, Practice.** Just as a team would never dare to step onto the UConn basketball court without practicing, case teams should always practice their full presentation in front of peers, mentors and/or professionals.
9. **Harmonize.** Teams can create visually appealing presentations by creating a theme which runs through the presentation materials, any hands outs, and even the attire worn during the presentation. Record the team practicing and evaluate!
10. **Be ready for the Challenge.** One of the best parts of competition is the Q&A. Be prepared and excited about this level of engagement by the judges and be ready to back up your recommendations with analytics. Identify which members will respond to specific topics so when a judge says "I do not understand," your team can rise to the challenge!