

*Center for*  
**PROFESSIONAL RESPONSIBILITY**  
*in Business and Society*



**Leveraging Collaboration and Innovation to Explore Professional Responsibility Challenges by Industry**

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**COLLEGE of BUSINESS**  
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## Session Overview

- Background and context
- Advantages of a live business case
- An example from the University of Illinois: Professional Responsibility Strategy Competition
- Breakout exercise
- Audience presentations
- Key takeaways




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## Advantages of a Live Case

- Opportunity to work on a real and current business problem
- Often interact directly with a company and its representatives
- Case is "unique" – not mass-produced
- Participants can gain new information about company, its mission, critical problem(s), vision for the future, etc.
- Opportunity for organizations to expose participants to industry perspectives and goals
- Vehicle for introducing participants to other parts of your organization and challenges it is facing
- Companies receive fresh ideas for addressing business problems
- Means for managers, alumni and organizations to develop academic partnerships
- Can serve as a company recruiting tool




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## What Would You Do?

- You will have an opportunity to take part in a team activity using a live business case that focuses on an ethical business dilemma
- Each team will deliver a short presentation
- Facilitators and audience members will offer beneficial feedback
- Particular focus will be placed on how this exercise (or a similar one) can be used in and benefit your organization



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## Effectively Implementing a Live Case

- Set specific vision, goals for activity; what you hope to accomplish – stick to them and use to make decisions
- Description of target audience; why they were selected
- Benefits for audience as well as organization
- Develop a timeline/logistical roadmap
- Outline financial and other resources needed
- Create “deliverables” and evaluation form in tandem with goals
- Include training session for those providing feedback
- *Remember...* Every live case is different. Every audience is different. Be willing to pivot and adjust activity and its goals.



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## Professional Responsibility Strategy Competition *Feedback*

- “I learned how to question myself. When preparing for the competition, my teammates and I tried our best to anticipate questions and question ourselves first. After the competition, I got so used to this thinking process that I started to question myself, to be realistic on every project that I work on.”
- “I learned a lot from my team members, such as how to analyze a case, how to work effectively and how to communicate.”
- “Companies need to make a lot of judgments in order to perform professional responsibilities in a realistic and profitable way.”
- “Every problem may have more than one good solution.”
- “How to approach dealing with ‘touchy’ situations to a group of people in an open-discussion format.”



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## We Invite You to Contact Us

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