Dear students,

Some of you could/did not attend the feedback lecture, and ask me what I really expect for the report.

Well, I expect an excellent, professional, beautiful piece of analysis of the case study.

Nothing more, nothing less 😀.

More specifically, the report should include the following:

Results. Of course, the most important part of the report is the analysis of the problem. You should provide insights to the company, such that everybody in the company understand the problem much better than before. You should realise that a proposed solution is only a solution, and maybe the people won't accept your proposal anyway. Instead, they want to see comparisons, alternative approaches, sensitivity analysis and much more. If the company believes your analysis and results, if they see an opening for future changes, if they think they learned something, then your analysis might be the start of improvement.

Approach. Obviously, you should tell the company how you obtained your results. Results are important, of course, but your approach should be crystal clear, not only to technical people but to everyone in the company. Show them that you used their data, and that your approach is unique, sound and original. You don't want to be an ordinary consultant, you are a Business Engineer (Operations Management). Your approach might differ from someone else's approach, but as long as it is clear, you might be able to convince the company. At least, I hope so…

Technical details. You will always find someone in the company that wants to zoom in to a sub-part of your approach, and he/she might ask you how you come to the exact results you presented in this part. You can't say you did it based on your gut-feeling, or that it is just a wild guess. But you can't say "trust me" or "just believe me" either. No no no! You should show what data you used, what decisions you took, how you all did it. This might be a bit technical, and although most people don't like technical things, there is always a minority who does! Be prepared for them too!

Good luck,
Best regards,
Mario Vanhoucke