

Workshop Flow: The Journey Of Case Crafting

Embark on a one-day immersive journey that walks you through the art and science of impactful case writing.



9:15 – 9:30 AM | Setting the Stage

The day begins with a brief Inauguration, setting the tone for an engaging and insightful workshop.



9:30 – 10:45 AM | Capsule 1 – Unpacking the Craft

We open with Breaking the Technical Nuances of Case Writing – an essential foundation where participants will explore:

- The power of narrative language
- Techniques to ensure logical and compelling flow
- How to avoid common pitfalls that undermine case quality



11:00 – 12:15 PM | Capsule 2 – Giving Form to Thought

In this segment on Structuring the Case, we guide participants:

- From vague thoughts to concrete ideation
- Through the essential dynamics that shape a case
- Toward understanding key elements that make a case idea robust



12:30 – 1:00 PM | Bridging Concepts with Creativity

Participants will then engage in a focused session on Synthesizing Learnings with their own case ideas, translating theory into tangible outlines.



1:00 – 2:00 PM | Lunch Break

A well-deserved pause to reflect, connect, and recharge.



2:00 – 3:15 PM | Capsule 3 – Crafting the Core

This session dives deep into Developing the Main Product – the case itself. Participants will learn:

- How to structure the narrative effectively
- Further dimensions that enhance the case's analytical richness



3:30 – 4:45 PM | Capsule 4 – Supporting the Educator

Finally, we turn to Drafting the Teaching Note, covering:

- Core components every note must include
- Additional aids that support facilitators in delivery
- Insider insights into the publication process – dos, don'ts, and what reviewers look for.



4:45 – 5:00 PM | Closing Reflections

The day concludes with a brief Valedictory, celebrating the participants' journey into case writing excellence.