

The Importance of Strategy

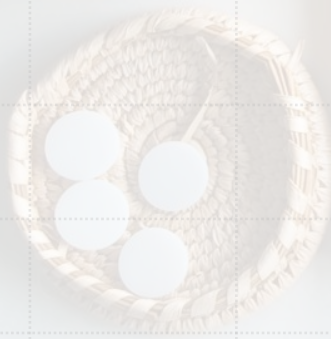
Week 4



Failing to Prepare is
preparing to Fail....



Activity – Marshmallow Challenge



Instructions....

You have 45 minutes



Each group has the same resources



You must design and build a structure that is able to hold the marshmallow as high as possible



The tallest structure wins (the highest marshmallow)



Each group will be given a specific strategy



You may only use the materials provided



The structure will be measured from the base to the tip (the marshmallow)



Instructions

Both Groups must spend a minimum of 15 minutes planning the activity – creating a strategy

They must then show the lecturer

Group A may not make any changes to the strategy

Group B may make changes as and when required

Break Time





Results

Did the strategy influence the outcome?

Group A – Did the **inability** to make changes to the plan impact the outcome?

Group B – Did the **ability** to make changes to the plan impact the outcome?

What would you do differently next time?

Any Recommendations?



Schools of Thought

Thinking back to
the schools of
thought..

Which was most
like the strategy
for Group A?

Which was most
like the strategy
for Group B?



Assignment Reminder

Report – 4000 words

Start looking at sources and information – lots of references

By next week everyone should have emailed your tutor the name of the case study business

Guidance on Moodle – It is specific, follow it!

Any
questions?

