



P&G CEO CONSULTING CASE COMPETITION

WORK WITH A.G. LAFLEY AND P&G EXECUTIVES ON KEY STRATEGIC ISSUES FOR THEIR COMPANY



A.G. Lafley
CEO of Procter & Gamble

Participating Schools:



HARVARD KENNEDY SCHOOL &
THE MARKETING & CPG CLUB AT HARVARD BUSINESS SCHOOL



FRAMING

Ross is launching a new standard for action based learning namely, online consulting projects with CEOs dealing with real unresolved strategic issues for their companies. Students and executives from the companies will work collaboratively through a web-based platform to discuss recommendations. This is an opportunity for MBAs in collaboration with BusinessWeek to develop an innovative learning and consulting approach to engage executives and students in working on real strategic problems. This competition will give MBAs the opportunity to participate in an action learning consulting case with P&G CEO, A.G. Lafley. Professor Tichy has a BusinessWeek column on [businessweek.com](http://www.businessweek.com) which includes a previous case with A.G. Lafley:

http://www.businessweek.com/careers/content/sep2007/ca20070912_634527.htm.

BusinessWeek is partnered with the Ross School's Global Business Partnership, headed by Professor Tichy, to launch a series of action learning competitions utilizing web-based technology. This provides a unique experience allowing the business community to connect with MBAs in a virtual workshop. Joe Liemandt, the CEO and founder of Trilogy, is partnered with us to provide the technological support for this competition and has already run an action learning case competition with students at the Ross School. Please see the following website:

<https://www.bus.umich.edu/businessweekcompetition/>

User ID: busweekcomp
Password: BuyLoSellHi

The P&G case competition will include MBA teams from six campuses: Ross, Harvard, Kellogg, Fuqua, McCombs and Marshall participating in action learning competitions with A.G. Lafley, CEO of Procter & Gamble framing the first competition. All six campuses will hold local competitions with P&G executives participating via the web. The winning team from each campus will then travel to P&G headquarters to compete in the final round where A.G. Lafley and his colleagues will collaboratively work with all six teams providing feedback for each team and announcing which one is the overall most helpful to P&G.

The Global Business Partnership has been doing similar case competitions over the last decade with GE, Bain, P&G and Best Buy. These are unique experiences because 1) the CEO of a given company frames a real issue that they are wrestling with internally and are asking MBAs for their input on action topics, and 2) all MBAs competing participate in an interactive workshop with the company executives to dialogue and provide feedback on all of the presentations creating a “Virtuous Teaching Cycle” where students and executives all learn from each other, it is a very collaborative learning experience.

DELIVERABLES/GUIDELINES

- Local campuses will submit a team and a write-up on their reason for wanting to participate in the competition. Teams must be made up of 4-6 MBA students (phone numbers and email addresses also provided for the team members). The team’s submission write-up must not exceed two pages and should be emailed to Ida Faye Webster (idadafaye@umich.edu) by 8:00 a.m. EST, Friday, December 5, 2008.
- Four to six teams will be chosen to compete in each local competition that will be web-based. P&G executives and faculty will announce the competing teams for each campus by Friday, December 5.
- Web-based competitions will take place for each of the six campuses between December/January based on academic calendars and availability of P&G executives to facilitate/judge.
- The competing teams must submit a 7-minute video of their presentation. The video should be all of the team members running through their “pitch” for the P&G topic. In addition, each team will submit no more than 10 PowerPoint slides to make the case responding to A.G.’s framing of the challenge. These videos and PPs will be shown during the on-line competition to the other students and P&G executives. Following each presentation there will be dialogue and evaluation of the team’s recommendations by P&G leaders and by the other students. Each team will have a 30-minute cycle (10 minutes to present, 20 minute dialogue and evaluation). More details on this will be provided when the teams are selected.
- The web-based competition will be approximately 3.5 hours and you must have four people able to commit to the 3.5 hour time block or your team may not participate. No exceptions will be made. Each person will need access to a browser and phone line to participate.
- The winning team will be announced at the end of the competition following a brief recess.
- The six winning teams from each campus will be flown to P&G headquarters where the final competition will take place in February (date TBD) and we will have a “live” competition with A.G. Lafley and his colleagues to determine the winner.