LEADERSHIP AND INNOVATION SHOWCASE

PROJECT GUIDELINES

Each team should submit their project entry form by Thursday, March 31, 2016. Teams are also required to submit their one-page project summary by the end of business (5:00 p.m.) on Tuesday, April 12, 2016. Summaries should be emailed to vicki_renecker-nakayoshi@ncsu.edu.

Below you will find the showcase entry form and a sample of a one-page project summary.

The Poole College of Management will assist each team with the production of their poster board required for the showcase. FedEx Kinko’s (Hillsborough Street) will provide a 36 x 48 color mounted poster board for the team. Each team is responsible for the design of their poster and coordinating with FedEx Kinko. The design MUST be submitted to FedEx Kinko as a pdf that is formatted to fit a 36 x 48 poster board. FedEx Kinko will need all project designs no later than Friday, April 15 (If you need an extension, you must work that out with FedEx Kinko directly). Vicki Rennecker-Nakayoshi will provide a purchase order number to each team leader that will be used at FedEx Kinko to pay for the cost of the poster board.

The poster board MUST have:

- project title
- team number (provided by Vicki Rennecker-Nakayoshi)
- team member names.

The design should illustrate challenges, opportunities, key insights, results and problem-solving theories/methods. Teams are responsible for designing a visually appealing board using verbal summaries, charts, graphs, company logos, etc. Teams will be judged on the presentation/graphics: board is attractive and text is easy to read; design is engaging and enhances the presentation.

Here are a few examples of boards:
SHOWCASE PROJECT SUMMARY

OVERVIEW (200 words or less)
Provide a brief statement about your client and a precise summary of the problem, issue or opportunity that you address in this project. Conclude with objectives or desired outcomes.

APPROACH (3-5 bullet points; 500 words maximum)
Explain briefly how your team tackled this project. Include:
Briefly, state the problem
Summarize the knowledge/tools/techniques you used in developing the solution
Summarize your solution, including the main concept for your approach/vision in developing a solution

OUTCOMES (200 words maximum)
Present outcomes or anticipated outcomes related to objectives.

SAMPLE

GENERAL INFORMATION
Brief title (Needs to convey the essence of your project)
Related course prefix and number and Name of the course, Name of instructor, semester and year of project
If not course-related, provide project name and sponsor (Poole College faculty)
Team member names

OVERVIEW OF YOUR PROJECT (75 words or less)
Our project consisted of implementing a scorecard for Software Procurement and General Procurement that included two distinct geographies: China and Rest of World. We were also responsible for developing the metrics to track customer satisfaction and incorporate those results into a dashboard that can be used going forward.

APPROACH (3-5 bullet points; 200 words maximum) [Do not repeat the overview content]

- We conducted extensive online research to identify the best survey tools for this project and selected the Multi Attribute Attitude Model (MAAM). This survey-based model captures the voice of the customer. We used surveys with 1-10 ratings and open-ended responses; employee feedback; and SWOT analysis.
- We used survey results and employee feedback to identify several attributes that were important to the customer experience during the procurement process. We then created a two-part survey based on each attribute. Using results of that survey, we calculated a score that incorporated the importance and performance of each category and used relative scores to develop a SWOT analysis. Finally, free-text responses to some of the surveys identified other undetermined areas of opportunity.
- The results of the survey were then compared to results of a similar survey that was distributed only to Procurement managers. This provided a basis of comparison that allowed us to differentiate the perceptions of top management versus the actual performance of the procurement team based on customer feedback.

OUTCOMES (150 words maximum)
Our survey results showed that, while Lenovo management believed their speed was an important attribute that they performed well on, their customers felt differently, as speed was the lowest-rated category. The free-text responses underlined this opportunity for improvement. Another revelation: cost savings was rated lowest in importance by employees when engaging procurement for its services. This discovery can now allow management to shift its focus on providing resources for expediting the procurement process instead of focusing resources on providing the lowest cost solution. This survey will be used by Lenovo quarterly to track and monitor performance. Also, a condensed survey that we developed will be used to capture customer feedback immediately. Through the creation of these tools, we have enabled Lenovo to accurately gauge customer perceptions and feedback more accurately than before. In addition, they can strategically define areas of opportunity/improvement and provide a greater customer experience.