SHOWCASE ENTRY DOCUMENT

Thank you for entering Poole College’s annual Leadership and Innovation Showcase.

This competition provides an opportunity for Poole College undergraduate and graduate students to demonstrate their ability to solve problems and deliver measurable benefits to key stakeholders. Entries should represent work completed as part of an academic course or personal project that conveys application of knowledge and skills gained through courses, entrepreneurial ventures, internships or other similar experiences. All work presented by the team must be original work by that team.

Your entry documents are your first introduction to the Showcase judges. Make a good impression by thoughtfully and concisely conveying how you applied your knowledge, skills and creativity to your project.

Provide the following for the project you are entering.

GENERAL INFORMATION

Brief title (Needs to convey the essence of your project)
Related course prefix and number
Name of the course
Name of the course instructor of record
If not course-related, provide project name and sponsor
Semester and year in which you took the course/worked on this project
Team member names

OVERVIEW (75 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; 200 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 (150 words maximum)

Present outcomes or anticipated outcomes related to objectives.

***The next page is a sample of a project summary…THE SUMMARY SHOULD ONLY BE ONE PAGE.***
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 the course instructor of record, semester and year in which the course/worked on this project

If not course-related, provide project name and mentor

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.