



# Cirque du Soleil

## Frank Alvarez & Tyler Cook

### Conclusion

**Ethical Dilemmas**  
The team created a series of ethical dilemmas for the company to consider. These dilemmas are designed to challenge the company's values and to help them to develop a strong ethical framework.

**Social Dilemmas**  
The team created a series of social dilemmas for the company to consider. These dilemmas are designed to challenge the company's values and to help them to develop a strong ethical framework.

**Hiring Dilemmas**  
The team created a series of hiring dilemmas for the company to consider. These dilemmas are designed to challenge the company's values and to help them to develop a strong ethical framework.

Questions?

### Plans for the Future

Cultural Hiring Guidelines  
Cirque Life  
Manage Costs  
Increase Education and Training

### Company Reputation



### Company Overview

Founded: June 1984  
2,100 employees  
500 artists  
Average Age: 32

50+ Nationalities  
25 + Spoken Languages  
130 cities visited  
100 million spectators

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### Artist Experience

"I almost **jumped** from a 30-minute audition when they told me my starting salary was two and a half years ago. It was so low. But they told me, **build the blocks**, put in your time, the **rewards** will be there. We do 10 shows a week, which is two more than any Broadway house, and it's **amazing** to see. We are paid per show, not per week, so we are **unemployed** for a fourth of the year."



### Staff Experience

Employees at Cirque do not want to be managed or monitored. Instead they want to be led.

Need corporate strategies, without corporate life

- Strategy
- Structure
- Process

### The Product



### Life at HQ Montreal, Canada

- 100 employees live, 15 km from the city center
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### Touring Life

"We are far from our **homes**, we are giving our **best** and our **best** to our audiences, and to each other, we have **invaluable** deep **relationships** on tour."

**Support** - Supporting the artists in any way we possible can  
**Support** - That which we cannot control - injuries.

TheCaseSolutions.com

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Cirque is Born



1984

1990



European Expansion



Big Fat Hen



1994

Early  
2000



Divide & Conquer



Super Cirque



2010

2013



The King