



## WHO MOVED MY CHEESE???



#### **Overview**

- What is "Who Moved My Cheese?" and Why do I Care About it?
- The Main Characters
- What happened in this book?
- The Cheese Points
- 4 Real Situations Relating to this Book
- Takeaways



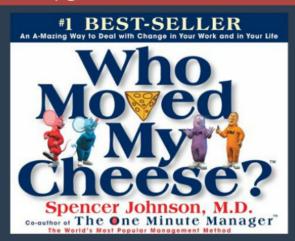






# TheCaseSolutions.com What is "Who Moved My Cheese?" and Why do I Care About it?

- "Every once in a while a book comes along that opens a door to the future. This book has had that effect on me" -David Heenan, Board member for Peter F. Druker Management Center
- CHANGE
- Change is everywhere, and "If you do not change, you can become extinct" - pg. 46



#### The Main Characters



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#### Sniff

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#### **Scurry**

- The Scurry like people in an organization are those who are quick to act and get things once they are pointed in the right direction.

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#### Haw

- When the cheese goes missing in the first location. Haws first reaction is to wait until it comes back because he is comfortable with their current position and fearful of the process of looking for
- new creese.

  After a long time of waiting. Haw realizes he needs to overcor fear of failing to find new cheese and begin the search again. Haw has revealations throughout the story which changes his behavior and way of thinking about adapting to change.

  In an organization, the Haw like people are those who slow the

#### Hem

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#### Hem

one who denies to change as he fears it will lead to something worse



who sniffs out and change early!



Hau

who learns to adapt in time when he sees changing can lead to something better! SCURRY

who scurries into action!

# Sniff

- In the story Sniff the mouse uses his sense of smell to locate cheese in the maze.
- His ability to smell out the location of the cheese helps himself and Scurry find the locations of cheese faster.
- Once the cheese in the first location runs out, Sniff gets back into the maze immediately and begins to smell out new cheese.
- In an organization, a Sniff like person is someone who can sniff out changes in the marketplace early, so they can help update the organizations vision at a faster pace.

## Scurry

- Sniff would tell Scurry his mouse friend, in what direction he smelled the cheese and Scurry would run ahead and scout out different possible locations.
- Scurry's ability to move fast speeds up their process in finding cheese.
- Like Sniff, Scurry immediately returns to the maze to find new cheese when the cheese runs out in the first location
- The Scurry like people in an organization are those who are quick to act and get things once they are pointed in the right direction.