

# Let the Revolution Begin!

# TheCaseSolutions.com

**Objective 3**  
Use Webinars

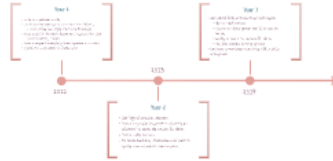
**Discussion**  
What are the key differences that make this work so well in a group?

**Key milestones**

- Launch of the site
- First case study published
- First webinar published
- First case study published
- First case study published

**Objective 4**  
Analyze the Case Solutions

**Discussion**  
How well do you think the site is doing? Do you see a path to growth?



**Objective 5**  
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**Discussion**  
What are the key differences that make this work so well in a group?

**Objective 6**  
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**Discussion**  
What are the key differences that make this work so well in a group?

**Objective 7**  
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**Discussion**  
What are the key differences that make this work so well in a group?

**Objective 8**  
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**Discussion**  
What are the key differences that make this work so well in a group?



**SWOT analysis**

Strengths	Weaknesses
Opportunities	Threats

**Strengths**

- Strong content
- High quality
- Consistent
- Engaging

**Weaknesses**

- Limited reach
- Low engagement
- High competition
- Low visibility

**Opportunities**

- Partnerships
- Collaborations
- Expansion
- Innovation

**Threats**

- Competition
- Market changes
- Regulatory issues
- Technological advances

**VALUES**

- Integrity
- Transparency
- Collaboration
- Innovation

**OBJECTIVES**

- Increase revenue
- Expand market reach
- Improve user experience
- Enhance brand awareness

**Objective 10**  
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**Discussion**  
What are the key differences that make this work so well in a group?

**Objective 11**  
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**Discussion**  
What are the key differences that make this work so well in a group?

**Objective 12**  
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**Discussion**  
What are the key differences that make this work so well in a group?

**Objective 13**  
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**Discussion**  
What are the key differences that make this work so well in a group?

**Objective 14**  
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**Discussion**  
What are the key differences that make this work so well in a group?

**Objective 15**  
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**Discussion**  
What are the key differences that make this work so well in a group?

**Objective 16**  
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**Discussion**  
What are the key differences that make this work so well in a group?

**Objective 17**  
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**Discussion**  
What are the key differences that make this work so well in a group?

**Objective 18**  
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**Discussion**  
What are the key differences that make this work so well in a group?

**Objective 19**  
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**Discussion**  
What are the key differences that make this work so well in a group?

**Objective 20**  
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**Discussion**  
What are the key differences that make this work so well in a group?

# Let the Revolution Begin!

**Question 5  
Key Weaknesses**

**Discussion**

What are the key weaknesses bridge clubs need to solve in priority?

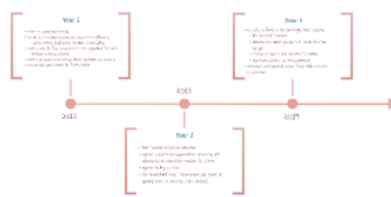
**Key weaknesses**

- Members difficulty to join
- Bridge club needs change across clubs in the industry
- Bridge club history suggests a cost
- Bridge club needs to be able to meet 21st century challenges

**Question 4  
Action Plan**

**Discussion**

For what you consider Bridge Clubs Action plan in the next 1 to 3 years to come?



**Agency  
Thecasesolutions.com**

- 2015-16
- 2016-17
- 2017-18
- 2018-19
- 2019-20
- 2020-21

**Company Profile  
Thecasesolutions.com**

The club provides guidance on the best way to manage a club in the 21st century. It is a free service provided by Thecasesolutions.com. The club provides guidance on the best way to manage a club in the 21st century. It is a free service provided by Thecasesolutions.com.

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**Discussion  
Thecasesolutions.com**

What are the differences between a profit and non-profit organization?



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**Club problem**

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**Question 1  
Mission Statement**

**Discussion**

How do you think a part of bridge clubs vision statement?

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**Strengths**

- Strong brand identity
- Experienced leadership
- Established relationships
- Proven track record
- Strong financial position
- High level of customer loyalty
- Strong operational efficiency
- Strong marketing presence
- Strong community support
- Strong industry connections
- Strong reputation for quality
- Strong commitment to innovation
- Strong focus on customer service
- Strong emphasis on sustainability
- Strong dedication to social responsibility
- Strong commitment to diversity and inclusion
- Strong focus on employee development
- Strong emphasis on work-life balance
- Strong commitment to environmental stewardship
- Strong focus on community engagement
- Strong emphasis on ethical sourcing
- Strong commitment to transparency
- Strong focus on data-driven decision making
- Strong emphasis on continuous improvement
- Strong commitment to excellence
- Strong focus on innovation and R&D
- Strong emphasis on talent acquisition
- Strong commitment to employee well-being
- Strong focus on customer feedback
- Strong emphasis on stakeholder engagement
- Strong commitment to social impact
- Strong focus on digital transformation
- Strong emphasis on cybersecurity
- Strong commitment to compliance
- Strong focus on risk management
- Strong emphasis on crisis management
- Strong commitment to resilience
- Strong focus on strategic planning
- Strong emphasis on long-term vision
- Strong commitment to adaptability
- Strong focus on agility
- Strong emphasis on flexibility
- Strong commitment to innovation and growth
- Strong focus on customer-centricity
- Strong emphasis on employee empowerment
- Strong commitment to social responsibility and sustainability
- Strong focus on digital marketing
- Strong emphasis on data analytics
- Strong commitment to customer satisfaction
- Strong focus on operational excellence
- Strong emphasis on process optimization
- Strong commitment to quality management
- Strong focus on supply chain management
- Strong emphasis on vendor relationships
- Strong commitment to cost efficiency
- Strong focus on innovation and R&D
- Strong emphasis on talent acquisition
- Strong commitment to employee well-being
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- Strong focus on operational excellence
- Strong emphasis on process optimization
- Strong commitment to quality management
- Strong focus on supply chain management
- Strong emphasis on vendor relationships
- Strong commitment to cost efficiency

**Weaknesses**

- Limited resources
- Lack of industry connections
- Limited marketing budget
- Limited customer base
- Limited operational efficiency
- Limited financial position
- Limited level of customer loyalty
- Limited strategic planning
- Limited emphasis on long-term vision
- Limited commitment to adaptability
- Limited focus on agility
- Limited emphasis on flexibility
- Limited commitment to innovation and growth
- Limited focus on customer-centricity
- Limited emphasis on employee empowerment
- Limited commitment to social responsibility and sustainability
- Limited focus on digital marketing
- Limited emphasis on data analytics
- Limited commitment to customer satisfaction
- Limited focus on operational excellence
- Limited emphasis on process optimization
- Limited commitment to quality management
- Limited focus on supply chain management
- Limited emphasis on vendor relationships
- Limited commitment to cost efficiency

**Opportunities**

- Growing market demand
- Emerging technologies
- New market segments
- Strategic partnerships
- Innovation and R&D
- Talent acquisition
- Employee well-being
- Customer feedback
- Stakeholder engagement
- Social impact
- Digital transformation
- Cybersecurity
- Compliance
- Risk management
- Crisis management
- Resilience
- Strategic planning
- Long-term vision
- Adaptability
- Agility
- Flexibility
- Innovation and growth
- Customer-centricity
- Employee empowerment
- Social responsibility and sustainability
- Digital marketing
- Data analytics
- Customer satisfaction
- Operational excellence
- Process optimization
- Quality management
- Supply chain management
- Vendor relationships
- Cost efficiency

**Threats**

- Intense competition
- Economic downturn
- Regulatory changes
- Technological disruption
- Market saturation
- Talent shortage
- Employee turnover
- Customer churn
- Stakeholder disengagement
- Social responsibility issues
- Digital marketing challenges
- Data privacy concerns
- Compliance risks
- Operational risks
- Supply chain risks
- Financial risks
- Strategic planning challenges
- Long-term vision challenges
- Adaptability challenges
- Agility challenges
- Flexibility challenges
- Innovation and growth challenges
- Customer-centricity challenges
- Employee empowerment challenges
- Social responsibility and sustainability challenges
- Digital marketing challenges
- Data analytics challenges
- Customer satisfaction challenges
- Operational excellence challenges
- Process optimization challenges
- Quality management challenges
- Supply chain management challenges
- Vendor relationships challenges
- Cost efficiency challenges



**Question 2  
Bridge Club SWOT and Key Weaknesses**



**Discussion**

What activities should be implemented most efficiently?



**Question 3  
Discussion**

How do you define the value chain in your club?

**VALUES**

- High quality service
- Customer-centricity
- Innovation and growth
- Employee empowerment
- Social responsibility and sustainability
- Digital marketing
- Data analytics
- Customer satisfaction
- Operational excellence
- Process optimization
- Quality management
- Supply chain management
- Vendor relationships
- Cost efficiency

**OBJECTIVES**

- Increase revenue
- Improve customer loyalty
- Expand the diversity of the program
- Increase operational efficiency

**Bridge Club SWOT**

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## Agenda

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- Introduction
  - Company profile
  - Elements that affect B.A.
  - Case problem
- Question 1
- Question 2
- Question 3
- Question 4

## Company Profile

# Thecasesolutions.com

- Not-for-profit charitable organization with no formal mission statement
- Located in Amherst, Nova Scotia, Canada
- Cares about the promotion of intellectually challenged individuals/ people with disabilities
- Aims to enhance lives by providing life skills training
  - Real life / work experience achieved through in-house activities
  - Ongoing support



## Company Profile

# Thecasesolutions.com

- Late 1960's: B.A. was founded by parents with disabled individuals
  - Activity-based program
  - Focus: Create a deinstitutionalized model of support for the participants (clients)
  - Fundings: CACL, local school board, donations
- Late 1970's: DCS (the Department of Community Services) overtook active role
  - Operations, funding, evolution of program offerings
  - "mimick" workplaces within the community à generate revenue (supporting funds from DCS)
  - Program / service expand
  - Dealing with clients with different levels of ability

## Company Profile

- 1990's: Pre-vocational services added
  - Cooperation with the community & partnerships with businesses
- 2004: Introduction of the used clothing store
- Today: New challenges due to an aged client base

[Thecasesolutions.com](http://Thecasesolutions.com)

Discussion

**Thecasesolutions.com**

What are the differences between a profit and not-for-profit organization?

Elements that affect B.A.

# Thecasesolutions.com

- Management
- The council
- The governance
- Staff
- Clients
- Facilities and programs



## Management

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- Susan Thibodeau = Executive director
  - More than 30 years experience
  - No specific requirements, but she has relevant experience
  - Devoted her career to disabled individuals
  - Do anything to sure B.A. a long life
- DCS overtook the active role (operations, funding, development of new programs)