



CURTIS SWANN HARVARD CASE SOLUTION & ANALYSIS



THECASESOLUTIONS.COM

ORDEN DEL DÍA

(AGENDA)

- **PROBLEM STATEMENT**
- **COMPANY CULTURE**
- **HOW DID SWAN GO ABOUT CREATING CULTURE**
- **SWAN'S LEADERSHIP STYLE**
- **CHALLENGES? ACTIONS? WHAT SHOULD SHE DO?**
- **DO YOU AGREE WITH SOLUTION?**

CONOCÉ TARAN SWAN

(MEET TARAN SWAN)

**FORMER SENIOR BUSINESS
PLANNER FOR WALT DISNEY**

**MBA FROM
HARVARD
BUSINESS SCHOOL**



**VICE PRESIDENT OF INTERNATIONAL CHANNEL DEVELOPMENT AT
NICKELODEON**

PLANTEAMIENTO DEL PROBLEMA

(PROBLEM STATEMENT)

TARAN SWAN, GENERAL MANAGER OF NICKELODEON LATIN AMERICA, MUST DECIDE WHETHER TO APPOINT AN INTERIM SINCE HER COMPLICATED PREGNANCY HAS CONSTRAINED HER BED-RIDDEN IN NEW YORK. WITH HER JOB BASED IN LATIN AMERICA, AND THE DEADLINE OF A LAUNCH THAT WOULD SECURE THE FOUNDATION OF THE CHANNEL APPROACHING QUICKLY, IT IS IDEAL FOR SWAN'S TEAM TO BE LEFT AS A SELF-MANAGING TEAM AND HOLD BI-WEEKLY MEETINGS WITH SWAN VIA SKYPE.

CULTURA

(CULTURE)

**MISSION STATEMENT: "TO CONNECT WITH KIDS AND CONNECT KIDS TO THEIR WORLD
THROUGH ENTERTAINMENT"**

KID-FRIENDLY

STRATEGIC THINKING

INVOLVEMENT OF ALL DEPARTMENTS

"ORANGE BLOOD"

¿CÓMO SWAN CREAR UNA NUEVA CULTURA?

(HOW DID SWAN CREATE A NEW CULTURE?)

SWAN'S MOTTO: YOLO - YOU ONLY LAUNCH ONCE

FINDING THE RIGHT TEAM!

"AS A PAN-REGIONAL SERVICE, THEY COULD HARNESS THIS NATURAL CURIOSITY BY MAKING KIDS THE 'FACE OF THE CHANNEL,' RATHER THAN FOLLOWING THE EXAMPLE OF OTHER NICKELODEON INTERNATIONAL CHANNELS..."

"SWAN KNEW HE WAS WHO SHE WANTED AND HAD BEEN AGGRESSIVELY RECRUITING HIM SINCE MAY."

PROGRAMMING & PACKAGING THE CHANNEL!

DIFFERENTIATING THE BRAND!

