

Standard Headings for Success Story

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by Tom Ingram, PMP

(Tip: Start with Results First!!!, **Red Items are Most Critical**)

Headlines / Themes (Must focus on compelling need of target audience):

Introduction (Catch their interest!):

Background:

Problem:

Solution:

Results:

Business Case (more detailed analysis, ROI, etc, here):

Lessons Learned or Tips for Those Facing Similar Situations:

Graphics / Pictures:

Process Flow / Before and After Drawings:

Key Points Summary (needed for longer case studies):

Quotes - helps to get multiple if possible (OK to change individual names and company names if necessary for legal concerns):

Contact Name for More Information / Role / Phone #:

Tips for Shorter Success Studies: Focus primarily on the customer's problem and results achieved. (If prospect is interested, they will ask how you solved the problem.)

About this Case Study...

The research for this paper has included multiple interviews and sources of data to help provide a balanced picture and confirm key assertions. It is written as a teaching and communication tool and is not intended to fully describe exact details or dialog. Contact Tom Ingram & Associates, Inc. if you have questions about this case. This paper has been prepared for a fee. **You are free to duplicate and redistribute this paper**, provided you distribute it as a whole, with credit to Tom Ingram & Associates, Inc.

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