

BGA Future Leaders Case Competition Guidelines:

Prize: \$3,000 USD

Submission deadline: 15 November 2021

In this document, you can expect to find tips on how to address the BGA Future Leaders Case Competition 2022, and guidance on what is expected from your written submission, to give you the best chance at success.

Once all submissions have been assessed by the judges, selected finalists will be invited to complete a short presentation to a selected judging panel via video call in February 2022. These finalists will be provided with additional guidelines to help them prepare for this presentation.

If you have any questions about the case competition or your submission, please get in touch with our team by emailing casecompetition@businessgraduatesassociation.com

Information on the Case Study:

The core focus of the 2022 BGA Future Leaders Case Study is **sustainable management**.

Within the downloadable case study document central to the submission, entrants are presented with facts about an organisation that faces a strategic challenge or a set of problems that requires solving.

While providing a viable solution to the presented problem, entrants are required to showcase analytical skills, strategic analysis, and innovative solutions, while evidencing sustainability as a core consideration throughout.

To be in with a chance of winning \$3,000 USD, entrants must submit a comprehensive written solution that argues and evidences why their proposed solution is the strongest, most comprehensive and most viable option.

The full case study can be found in BGA's student and graduate member area. To access the case, please [login](#) to your BGA member account or [register here](#).

Preparation:

Before you begin writing your submission, here are a few tips to help you prepare and understand the case study:

1. **Read** through the entire case: to understand what the case is about, to identify any issues, and know the type of data used in the case.
2. We recommend that you **re-read** the case – highlighting and making note of key facts. List the most important pieces of information and figures as you come across them, as this will help you as you prepare your entry.

3. Establish the limitations and assumptions made in the case. You will need to refer to these to support and validate how you have reached your solution. You will need to use all the information that you have in order to develop a reasoned and well-argued recommendation and implementation plan.

Your Task:

In the case study, we see that Banco Regional, a Paraguayan bank is seeking advice on how to address sustainability issues in all areas of its business.

You have been tasked to provide an analysis and produce a business proposal on the actions Banco Regional should take over the next five years, based on the information provided in the case study. Please ensure your written submission contains:

- A written analysis on the steps Banco Regional has taken to achieve its goal, providing recommended changes if needed.
- Include in your business proposal recommendations to achieve two strategies:
 1. Short term (two-year) strategy: how to build a culture of sustainability across all employees and become sustainable in all business operations
 2. Long term (five-year) strategy: how to combine business sustainability and profitability. How can Banco Regional continue to drive profits while making the world a better place?
- For each recommendation, please ensure you provide specific actions and activities on how Banco Regional would implement these recommendations and how they would measure success along the way.

Suggested format for your written submission:

Once you have completed the necessary analysis and preparation of the case study, we recommend your submission to be formatted as follows:

1. **Executive Summary** (1 page)
2. **Introduction**
3. **Body Content** (6-10 pages)
 - a. Identify key challenges Banco Regional is facing
 - b. Analysis and key insights
Provide an in-depth analysis of Banco Regional's current situation and initiatives started within the sustainability department. This analysis will include any assumptions made.
 - c. Recommendations
Based on your analysis and your creative solutions, provide a detailed description of each of your recommendations that will solve Banco Regionals challenges
 - d. Impact, risk, and implementation
Provide an implementation strategy for the next five years, for Banco Regional to achieve your recommendations, including what the risks and impact could be. This should fit with the company's objectives, strategic goals and be attainable. The strategy should address all areas of the

company, including operations, marketing, sales, public relations, and finance.

e. **Financials/Non-Financial performance measures**

Your submission should address the impact your business proposal has on Banco Regional and projected forecast for the next five years. Items that may be considered here are profit ratios, cash flow, benchmarking against other companies, employee retention, Net Promoter Score, impact on SDG's.

4. **Conclusion**

5. **References** – Please include the research articles you have referenced throughout in APA Citation format.

6. **Appendices** – Any charts, financials, or visuals to be placed here and referenced in the body.

Font: Times New Roman, size 12

Margins: One inch all around

Page limit: 12 pages

Word Count (guide only): 1,000 – 2,000 words

Page Numbers: Please number each page

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