




## Dinky Doc: case studies

 **Big idea:** the core thread that hangs everything together. This could be your client's purpose, one of your capabilities, a company value...


*For example: 'agile'.*


 **Payoff:** pick the top 3 outcomes the client experienced. These will become the key sections within your case study.

*For example: 'simplicity', 'faster time to market', 'greater collaboration'.*

 **Key metrics:** what are the specific results the client experienced. These will become the highlights in your case study.


*For example: 'empowered people to make their own decisions to eliminate 5 levels of approval', 'when the market average is 9 months to get a product to market, the client now achieves it in 9 weeks', 'appointed customer champions in every department'.*

 **Tell multiple stories:** don't wait for the end to share the big payoff, tell a mini story within each section.


 **Opening section:** summarise the case study in 1-2 sentences, or use 3x bullet points to highlight the key outcomes.


 **Section structure:**

- What's the big problem? What impact did it have on the business?
- How did the product/service overcome the problem? Include concrete examples.
- What was the result? And what does that now mean for the business?

 **Quotes:** don't waste client quotes on saying something rubbish, like, "I'd really recommend Company ABC." Instead, tell the story through the client's words.

 **BONUS!** Extract these quotes as soundbites to use in other marketing materials.

 **Final section:** provide a future view. What's next for the client? And how does the product/service help them achieve that?

 **Wordcount:** 1,200 – 1,500 words.

 **Keep questioning:**

- So what? Why is this important? Why does it matter?
- What is the impact?
- How does this relate to the key theme?

