**Case Study Critical Thinking & Problem solving Workshop**

Thursday 6th October 2022

**Introduction**

We invited a small group of SMEsto share their pressing organisational problems or challenges and develop creative ideas to address them. This workshop helped to critically assess what the issues were and explored how to solve them, before deciding on the best solutions.

At the event, representatives from selected leading Cornish businesses (6) presented an organisational problem or challenge to a group of final year BSc Business students from the University of Exeter. The student groups then developed and presented creative ideas and solutions to these problems, offering a fresh and unbiased view.

This workshop provided an opportunity to:

* Evaluate the root causes of organisational issues or problem they may be facing and generated ideas to solve them
* Tested any new ideas or innovations you’re planning to ensure they're robust
* Reviewed the feasibility of any solutions or implementation plans they may already had

**Outcome:** : 6 SMEs attended, presenting their problems and 31 students who were put into to groups addressing the SME’s problem resulting from this event there will also be an opportunity for businesses to engage with students to work with the SME undertaking a free consultancy project as part of their final year studies.

Examples of issues and problems businesses brought for discussion included:

* reviewing supply chain and operations issues
* evaluating marketing options, including digital and social media marketing
* undertaking competitor analysis & understanding customer demand
* reviewing employee problems, such as recruitment or retention
* improving financial management systems
* accreditation & quality review process.