



International Leadership Association

**International Student Case Competition:  
Students Leading for Impact**

**Information Packet**

23<sup>rd</sup> ILA Global Conference:  
*Reimagining Leadership Together*

20-23 October 2021 in-person in Geneva, Switzerland  
24-25 October 2021 in the Virtual Realm

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If, after reading this packet, you have questions related to the International Student Case Competition, please direct them to the coordinator and Leadership Education Member Community Past co-chair, Tara Widner via email to: [casecompetition@ila-net.org](mailto:casecompetition@ila-net.org).

Conference Registration questions and inquiries about setting up a pre-paid code for your students' memberships and registrations should be directed to [Global2021@ila-net.org](mailto:Global2021@ila-net.org).

## *Competition Goals*

The International Student Case Competition, which is organized annually by the ILA Leadership Education Member Community, provides participating teams the opportunity to:

1. Develop a real-world case and learn about the systemic leadership complexities associated with a selected social problem.
2. Comprehensively and collectively develop and articulate a deep understanding and proposed leadership solution to a problem you believe poses a significant societal challenge.
3. Demonstrate an understanding of the complexity of leadership as it relates to contemporary social problems.
4. Work together as a team to articulate a grasp of how leadership theories and practice can be applied to impact a local, national, and/or international social problem.
5. Engage in dialogue and receive feedback to strengthen their analytical and presentation skills.
6. Compete in an international competition with other students.

## *Competition Overview*

Given the continued uncertainties around the global pandemic, this year's ISCC is organized around the global conference's hy-flex model. Teams have the option of attending either in-person in Geneva from 20-23 October, online from 24-25 October, or both. The Finalist Round will be online after the conference to allow adequate time to integrate conference learnings into their Final Presentations.

Before the conference, each student team will identify a significant contemporary social problem they would like to address by choosing one of six pre-determined Sustainable Development Goals (<https://sustainabledevelopment.un.org/sdgs>):

SDG#1 No Poverty

SDG#3 Good Health and Well-Being

SDG#5 Gender Equality

SDG#2 Zero Hunger

SDG#4 Quality Education

SDG#13 Climate Action

The team will conduct research to gain an understanding of how to frame the problem and its complex, systemic causes (i.e., economic, political, social, cultural, and individual factors). The team then analyzes and develops recommendations that they believe would mitigate or solve the problem, with attention to a leadership theory or theories and actions that can be applied. The case study and plan of action should be realistic and practical—and the suggested actions should not create other unintended problems that could be worse than the original problem.

The International Case Competition (ISCC) consists of three rounds:

Round One - Executive Summary

Round Two - Virtual Poster Presentation

Final Round - Finalists Presentation

Each round is further described in this document. The Final Round will be scored independently from the first two and is comprised only of the teams three top teams in each division.

The first-place team in each division will receive a prize of \$1,000 USD, plus team members will receive each a complimentary 1- year ILA student membership.

While finalists will be notified of the results within 48 hours, the public announcement will be made during the ILA Membership Meeting, which is open to everyone.

Teams are expected to use the Global Conference as a resource and to weave learnings from their conference experience into their Final Presentations. Teams have the option of attending either in-person in Geneva from 20-23 October, online from 24-25 October, or both.

### ***Important Deadlines***

**Note:** CEST is Central European Summer Time, Geneva’s time zone; EDT is Eastern US Daylight Time.  
***Please use a time zone converter to translate the deadlines into your local time.***

|   |  |
|---|--|
| 05:59 CEST Tues. 28 Sept.<br>(23:59 EDT Mon. 27 Sept.)  | Team Signup Deadline<br><a href="https://ila.memberclicks.net/iscc">https://ila.memberclicks.net/iscc</a>  |
| 05:59 CEST Tues. 5 Oct.<br>(23:59 EDT Mon. 4 Oct.)      | Individual team member conference registration deadline<br><a href="https://ila.memberclicks.net/register">https://ila.memberclicks.net/register</a> |
| 05:59 CEST Tues. 12 Oct.<br>(23:59 EDT Mon. 11 Oct.)    | Executive Summary & Virtual Poster Presentation due by Email to:<br><a href="mailto:casecompetition@ila-net.org">casecompetition@ila-net.org</a>     |
| 15:00 CEST Mon. 25 Oct.<br>(09:00 EDT Mon 25 Oct.)      | Notification emails sent to the Teams advancing to the Finalists Round (Sent to each team’s contact person, preferably a Coach)                      |
| 17:00 CEST Thurs. 28 Oct.<br>(11:00 EDT Thurs. 28 Oct.) | Finalist (zoom) Presentations by the three finalist teams in each division   |
| 16:00 CEST Fri. 29 Oct.<br>(10:00 EDT Fri. 29 Oct.)     | Finalists and winners notified of results. All teams receive feedback emails (Sent to each team’s contact person, preferably a Coach)                |
| 16:00 CEST Wed. 3 Nov.<br>(11:00 EDT Wed. 3 Nov.)       | Winners publicly recognized at ILA Membership Meeting  |

### ***Competition Rules***

**Team Composition:** Each team will be comprised of three to five students. Students may enter as a team representing their respective college or university, or individuals from multiple institutions may join together to form a team. Schools may enter multiple teams.

**Competition Divisions:** The competition will consist of two divisions: Undergraduate and Graduate (Master and Doctoral). Teams including students from both divisions will compete in the Graduate Student Division.

**Team Sign Up:** Each team must SIGNUP for the competition by the deadline on page 3 via [this form \(https://ila.memberclicks.net/iscc\)](https://ila.memberclicks.net/iscc).

**Conference Registration:** Participation is included with conference registration so each student must complete a conference registration form and pay appropriate registration fees by the deadline on page 3. ILA members enjoy a substantial savings on registration! If your university is covering the costs, you may contact Global2021@ila-net.org to set up a pre-paid registration code for your students.

**Case Preparation:** In preparing their submissions, teams may explore any public information source that would be accessible by any scholar, student, or professional consulting group. Teams may consult books or articles, search libraries, use the Internet, and so forth.

**Assistance:** Teams may be advised by faculty, coaches, or other individuals prior to the competition; however, advisers, coaches, or other individuals may not contribute to any of the team's products. Teams are free to receive verbal feedback on initial drafts and practice presentations. More information regarding team *coaches* is provided later in this document.

**Executive Summary:** Teams will prepare and submit by the deadline an Executive Summary of no more than 2 single-spaced pages (excluding references). The Executive Summary is Round One.

**Virtual Poster Presentation:** Teams will prepare and record a Virtual Poster Presentation. Your Virtual Poster Presentation should include all members of your team, be engaging, and be no longer than 5 minutes. Videos should be **posted as "unlisted" links** on YouTube and the link must be submitted with your Executive Summary. These two aspects will be evaluated separately. The Virtual Poster Presentation is Round Two.

**Finalist Presentations:** After the first two rounds, the top three teams in each category will deliver a 12-minute oral presentation via Zoom to a separate panel of judges. Student teams should have a strong, prepared presentation on their analysis of the situation. We ask that the theme of the 2021 conference, *Reimagining Leadership Together*, be integrated into this portion of ISCC.

### ***Summary of the Competition Rounds***

**Round One -- Executive Summary:** Teams will prepare an Executive Summary of no more than two single-spaced pages (excluding references). The Executive Summary must be submitted electronically to casecompetition@ila-net.org by the submission deadline on page 3.

**Round Two – Virtual Poster Presentation:** A recorded Virtual Poster Presentation based on the case information provided in Round One, the Executive Summary.

**The top three teams in each division will advance to the Final Round.**

**The Final Round – Finalists' Presentations:** The top three teams in each division (Undergrad and Graduate) will deliver a 12-minute oral presentation on zoom to a separate panel of judges followed by a question and answer period for an additional 6 minutes.

### ***Guidelines: Round One – Executive Summary***

An Executive Summary is a concise and impactful summary of the social problem or challenge being addressed. It highlights the specific framing of the problem, briefly summarizes the major points to be covered in reference to the problem, including the history and causes of the identified problem, and outlines the recommendations that will be offered to address the problem. We ask that the theme of the conference, *Reimagining Leadership Together*, be integrated into this portion of the ISCC.

Although it is an abbreviated representation of the case/project to be presented, a judge should be able to acquire the information needed from the Executive Summary, i.e. Round One, to adequately prepare for the Virtual Poster Presentation, i.e. Round Two. Based on the Executive Summary, judges should have a fundamental understanding about the problem being addressed, the reasons it exists, and the actions being recommended to help mitigate it.

#### **Your Executive Summary Should...**

- Be presented as a WORD document (So we can redact identifying information) that presents your case in an organized, concise, and compelling manner
- Be no more than two single-space pages
- Be written as a formal document
- Be emailed to [casecompetition@ila-net.org](mailto:casecompetition@ila-net.org) with the link to your Virtual Poster Presentation

#### **When Writing an Executive Summary, Refer to These Guidelines:**

- Write the Executive Summary after you have completed the analysis and decided on your recommendations.
  - Tips:
    - Make the summary concise, and be sure to show why you've arrived at your conclusions.
    - Don't introduce any information that you do not intend to cover in the case competition.
- Clearly frame the purpose or the problem being addressed in a complete, concise sentence.
- Present the major points in the same order you intend to address them in your presentation. Organization is key for communicating your message.
- Summarize the recommendations in a clear, compelling manner. Inform your reader/judge directly but thoroughly about what corrective actions you will suggest. Avoid elaborating on each recommendation in your Executive Summary; that is the purpose of the full case presentation.
- Reread the summary carefully and ask yourselves, "Is our problem statement clear? Did we include key recommendations? Could our judge peruse this without missing the main points? Are we creating interest in hearing the full case based on this summary?"
- Proofread and edit. Check that the link to our Virtual Poster Presentation is included.
- Have someone not familiar with your case read the summary—a classmate, professor, staff member, etc. How did they react? What parts were confusing or unclear? Their reaction might be similar to that of a judge. Revise as necessary.

***Round One (Executive Summary) Judging Criteria***

| <b>Criteria</b>  | <b>Points</b> | <b>Example</b>   |
|--|---------------|--|
| <p><b><i>Grasp of the Issues, Feasibility of Recommendations</i></b></p> <p>Do the team members have an understanding of all the facets: leaders, followers, and context?<br/>Do they correctly identify the problems before recommending solutions?</p> | 20            | 12-14=Average Team<br>15-18=Above Average<br>19-20=Exceptional |
| <p><b>Articulation, Persuasiveness, Comprehensiveness</b></p> <p>Are the team members thoughtful about the problems, understand the feasibility of and believe in their recommendations?</p>   | 20            | 12-14=Average Team<br>15-18=Above Average<br>19-20=Exceptional |
| <p><b>Demonstrated Relationship Between Theory and Practice</b></p> <p>Do the team members demonstrate an understanding of human behavior, leadership theories, and the ability to apply them in the abstract and practically?</p>                       | 20            | 12-14=Average Team<br>15-18=Above Average<br>19-20=Exceptional |
| <p><b>Awareness of the Complex Nature of Leadership</b></p> <p>Do team members understand what is possible and what is not? Do they have knowledge of the limitations and the responsibilities of leaders? Of the contexts?</p>                          | 20            | 12-14=Average Team<br>15-18=Above Average<br>19-20=Exceptional |
| <p><b>Organization, How Well Presented</b></p> <p>Is the summary self-explanatory? Does it include all salient points, is not too dense, is readable and attractive?</p>   | 10            | 7 = Average<br>8=Above Average<br>9-10 = Exceptional           |
| <p><b>Executive Summary</b></p> <p>Does the Executive Summary present a foundation for understanding the problem and contribute to the presentation? Do team members understand what an Executive Summary contains?</p>                                  | 10            | 7 = Average<br>8=Above Average<br>9-10 = Exceptional           |

***Guidelines: Round Two – Virtual Poster Presentation***

**Overview:** The Virtual Poster Presentations offer teams of students a forum to demonstrate their understanding of leadership and the systemic issues relevant to an identified social problem communicated in the Executive Summary. We ask that the theme of the ILA’s 2021 conference, *Reimagining Leadership Together*, be integrated into this portion of the case competition.

A Poster, the visual aspect of your presentation, does not need to be a physically printed poster (PPT, Slide Deck, etc.) but should be formatted as if your team was presenting a poster at the conference. Your Virtual Poster Presentation should include all members of your team, be engaging, and be no

longer than 5 minutes. It should be save as an “unlisted” link on YouTube and the link must be submitted with your Executive Summary.

***Round Two (Virtual Poster Presentation) Judging Criteria***

After watching the recording of the presentations, judges will submit assessments based on the criteria below. Scores and feedback for all participating teams will be emailed to the team contact person (preferably a Coach).

| <b>Criteria</b>  | <b>Points</b> | <b>Specifics</b>  |
|--|---------------|---|
| <b>Appropriate and Effective Framing of the Problem</b>    | 15 points     | Is the problem being addressed framed in a manner that allows a focused, yet comprehensive analysis of its existence? Do team members understand the framing of the problem and why the specific framing is so vital to the plan they ultimately propose?   |
| <b>Grasp of the Issues and Systemic Nature of Analysis</b> | 20 points     | Do the team members demonstrate an understanding of all the factors underlying the problem—social, economic, political, contextual, individual (leaders, followers)? Do they demonstrate a contextual understanding of the problem by incorporating a perspective from the host country? Do they correctly identify the most pertinent causes of the problem before recommending actions?                                 |
| <b>Awareness of the Complexity of Implementation</b>       | 15 points     | Do team members demonstrate an understanding about the feasibility (what is possible and what is not) and potential impacts of the recommended actions? Do they demonstrate an understanding about the need for leadership and the responsibilities of leaders and others in implementing their recommendations? Do team members demonstrate an understanding of the contexts in which the actions should be implemented? |
| <b>Application of Leadership Theory</b>                    | 20 points     | Do team members demonstrate a grasp of applicable leadership theories and are they able to employ them in addressing their specific problem.  |
| <b>Articulation, Organization, and Presentation</b>        | 15 points     | Do the team members speak about their theories and conceptual frameworks in a clear and understandable manner? Do team members present their arguments in a coherent and compelling manner? Is the overall case and recommended actions easy to follow and understand?  |
| <b>Virtual Poster</b>                                      | 15 points     | Are the visuals self-explanatory? Do they include all salient points, are readable and visually appealing? Not too dense? Does the presentation incorporate appropriate visuals?  |

### ***Final Round – Finalists’ Presentations***

**Overview:** The Finalist Presentation, i.e. Final Round, allows only teams who advanced from rounds One and Two to formally present their case to a new set of judges, incorporating all they have gathered from attending the conference. Although these said incorporations are expected of students to be made in the final round, the final round is independent from Rounds One and Two, as it involves only students who advanced as determined by the results of Rounds One and Two. Each division—undergraduate and graduate—will have their own virtual room and audience. All team members should check in at the specified time to the zoom link provided in the email notice.

Finalist teams will have a total of 20 minutes: 2 minutes max to set up, 13 minutes to present a formal presentation in front of an audience, and 5 minutes for questions. Student teams should have a strong, prepared presentation on their analysis of the situation. We ask that the theme of the 2021 conference, *Reimagining Leadership Together*, be integrated into this portion of ISCC.

### ***Final Round Finalists’ Presentation Judging Criteria***

At the conclusion of all the presentations, judges will compile scores using the Final Round Criteria and rank order the teams based on their Finalist Presentations to determine the final results of the competition.

| <b>Criteria</b>   | <b>Weight</b>        |
|---|----------------------|
| <p><b>Presentation Substance:</b><br/>                     Do students demonstrate a grasp of applicable leadership theories and are they able to employ them in addressing their specific problem?<br/>                     Do students incorporate theory and research to construct relevant and persuasive arguments?<br/>                     Are the arguments adequately supported by evidence?<br/>                     Do the arguments demonstrate a systemic understanding of the problem?<br/>                     Is there evidence that teams participated actively in the ILA conference?</p> | <p>50<br/>points</p> |
| <p><b>Presentation Structure and Organization of Ideas:</b><br/>                     Is the information and arguments organized logically and coherently; does the information flow from point to point in a coordinated manner?<br/>                     Are the main points of the case easy to identify and do they reasonably build off each other?</p>   | <p>30<br/>points</p> |
| <p><b>Presentation Style and Articulation:</b><br/>                     Do team members deliver the presentation in a manner that is clear and understandable?<br/>                     Do team members articulate their arguments in a compelling and persuasive manner?<br/>                     Do team members appear passionate and knowledgeable about the social issue they’ve identified?</p>   | <p>20<br/>points</p> |

### ***Guidelines for Team Coaches: Helpful Tips***

Teams may be advised by faculty, coaches, or other individuals prior to the competition; however, advisers, coaches, or other individuals may not contribute to any of the team's products (i.e. Executive Summary, Poster, or Finalist Presentation). Teams are free to receive verbal feedback on initial drafts and practice presentations. Listed below are some helpful tips and expectations for team coaches in helping to prepare their respective teams for the International Student Case Competition.

- Coaches are allowed to and should be actively involved in guiding the teams' problem statement, analysis, and recommendations relevant to their present case.

-Coaches should ensure that the teams are framing problems in a manner this is consistent with the competition's expectations.

-It is the expectation that team coaches ensure that student teams conduct a systemic and thoughtful analysis of the problem, and that they provide recommendations that are both doable and advantageous.

-Coaches should also make sure that students are applying leadership concepts in a manner that is consistent with the leadership theories they support; thereby advising students to be explicit in recognizing the concepts and theories being utilized.

-Finally, while coaches should help students prepare the oral defense of their projects where needed, coaches **SHOULD NOT** do the work of the student teams.

Coaches should make sure their teams are being strategic in their conference attendance; attending those sessions that will be most helpful in helping them continue to develop their case.

It is preferred that coaches serve as the main contact person for the teams, monitoring their email accordingly. Additionally, team coaches should make sure students are "present" and prepared for the competition.

It is the intention of the Leadership Education Member Community to conduct webinars leading up to the conference that further illuminate these helpful tips to International Student Case Competition coaches.

If you have questions related to the International Student Case Competition, please direct them to the coordinator and Leadership Education Member Community, co-chair, Tara Widner via email to: [casecompetition@ila-net.org](mailto:casecompetition@ila-net.org).

Remember, each team must register for the International Student Case Competition and team members must all register for the conference. If your university is covering the students' membership and registration fees, you may contact [Global2021@ila-net.org](mailto:Global2021@ila-net.org) to set up a pre-paid registration code for your students,