
TEACHING GUIDE: "EVERYTHING HAS A SOLUTION"

Learning Objectives:

1. Understand the importance of adaptability and creative problem-solving in overcoming challenges.
2. Recognize the value of prioritizing customers' needs in creating long-term success.
3. Develop skills in analyzing real-life examples and applying lessons learned to various situations.
4. Enhance group discussion and collaboration skills in the context of problem-solving.

Introduction (10 min):

Introduce the topic by sharing the story of the loving father with two daughters and the examples of successful problem-solving in business situations. Emphasize the importance of adaptability, creative problem-solving, and customer-centric approaches in overcoming challenges.

Activity 1:

Case Analysis (20 min): Divide participants into groups and assign each group a case study related to the topic (not mentioned in the text). Have the groups analyze the cases, identify the key challenges, and discuss the solutions employed. Encourage them to think about alternative solutions and the potential outcomes.

Example Case 1: (Real) Netflix's transition from DVD rentals to streaming services. Netflix began as a DVD rental service and successfully transitioned to a

streaming platform as consumer preferences changed. Analyze how Netflix identified and addressed the challenges of a shifting market and discuss the strategies they employed to stay competitive.

Example Case 2: (Invented) A local bookstore facing competition from online retailers. A small independent bookstore is losing customers to online retailers. Analyze the challenges the bookstore is facing and propose solutions to maintain its customer base and stay competitive.

Group Discussion (15 min):

Bring the groups back together and have each group present their case and the solutions they discussed. Facilitate a group discussion on the similarities and differences in the cases, the importance of adaptability and creative problem-solving, and the role of customer-centric approaches in overcoming challenges.

Activity 2: Imaginary Company Problem-Solving (20 min):

In their groups, have participants imagine they are part of a new start-up company in a chosen industry (e.g., retail, technology, hospitality). Each group should brainstorm a list of potential challenges their imaginary company might face. Encourage them to think about a range of possibilities, from minor setbacks to major crises. Then, have them work together to develop creative solutions to these challenges, focusing on adaptability and customer-centric strategies.

Conclusion (10 min):

Summarize the key takeaways from the activities and group discussions, emphasizing the importance of adaptability, creative problem-solving, and customer-centric approaches in overcoming challenges. Encourage participants to apply these lessons to their own businesses or organizations and to continue developing their problem-solving skills.

Evaluation:

1. Assess participants' engagement and contributions during group activities and discussions.
2. Evaluate participants' understanding of the concepts by their ability to analyze case studies and develop solutions.

3. Collect feedback from participants on their learning experiences and the effectiveness of the teaching guide.

Additional Materials:

1. Suggested reading materials: a. "Who Moved My Cheese?" by Spencer Johnson - A book on dealing with change in work and life. b. "The Lean Startup" by Eric Ries - A book on how to create and manage successful startups using innovative and customer-focused approaches. c. "Blue Ocean Strategy" by W. Chan Kim and Renée Mauborgne - A book on creating uncontested market space and making competition irrelevant.
2. Worksheets or templates to help participants organize their thoughts during the Imaginary Company Problem-Solving activity in Activity 2, including a SWOT analysis template, a customer empathy map, and a problem-solving framework.