

HEI MIA  
**Communication and Crisis Situations**  
**Fariba Hashemi Ph.D.**

Friday October 12, 2007

Assignment:

Please read: Crisis at Renault (A): The Vilvoorde Plant Closing  
(IMD case study)

Please answer the following questions:

1. What are the underlying problems here ?
2. Who/What is responsible ?
3. What are the possible solutions ?
4. Evaluate Schweitzer's approach to-date, both in terms of the decisions reached, as well as how they were implemented and communicated.

Please note: It is very important for all participants to have read the case before the session. Failure to do so will decrease your learning from the class and reduce your ability to interact with your program colleagues.

HEI MIA  
**Communication and Crisis Situations**  
**Fariba Hashemi Ph.D.**

Friday October 19, 2007

Assignment:

Please read: Group Process in the Challenger Launch Decision (A)  
HBS case study

Please answer the following questions:

1. How would you characterize the broader context surrounding the January 1986 teleconference?
2. Put yourself in Roger Boisjoly's shoes. What will you actually say during this meeting ?
3. What issues face Bob Lund ? What will you actually say during this meeting if you were in his place ?
4. How about Larry Mulloy ? If you were in his place, what would you try to communicate and how ?

Please note: It is very important for all participants to have read the case before the session. Failure to do so will decrease your learning from the class and reduce your ability to interact with your program colleagues.

HEI MIA  
**Communication and Crisis Situations**  
**Fariba Hashemi Ph.D.**

Friday November 2, 2007

Assignment:

Distributed in class. This session will take place on Nestle premises.

HEI MIA  
**Communication and Crisis Situations**  
**Fariba Hashemi Ph.D.**

Friday November 9, 2007

Instructions:

Please read: Jan Eriksson at Novartis Indonesia HBS case study

Please answer the following questions:

1. Evaluate Jan Eriksson's performance during the crisis situation. What do you think about his two plans ?
2. If you were Drummond Paris, what should Novartis do in this crisis situation ?

Please note: It is very important for all participants to have read the case before the session. Failure to do so will decrease your learning from the class and reduce your ability to interact with your program colleagues.

