, opportunities and threats the selected franchise faces and its performance against a variety of performance metrics, including: earnings; attendance; revenue; profitability; and won-loss percentage. The case study will also analyze the effectiveness of ownership and managerial structures, key personnel, organizational innovation and any structural advantages or disadvantages the franchise either has or suffers. The written case should be 10 pages in length and have 25 references. It should contain significant amounts of statistical or comparative analysis in addition to a textural overview of the franchise selected.

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Case Study- How Netflix Reinvented HR Summary. When Netflix executives wrote a PowerPoint deck about the organization’s talent management strategies, the document went viral—it’s been viewed more than 5 million times on the web. Now one of those executives, the company’s longtime chief talent officer, goes beyond the bullet points to paint a detailed picture of how Netflix attracts, retains, and manages stellar employees