



WORLD CAFÉ SUMMARY: Joaquin Uribarri, IE Business School

Joaquin shared the unique concept of creating a “living case study,” in which an organization partners with executive education to develop a video solution to a current business problem. The problem’s context, proposed solution, progress towards solution, and end results are documented and in turn, the video can be used internally for purposes beyond the program.

Joaquin shared four key take-aways from IE’s use of video case studies:

1. Participants/customers perceive greater program customization
2. There is an increase in participants’ engagement
3. Higher ROI when video is used internally (shared with work teams, spread knowledge, etc.)
4. The program development phase becomes more complex

The group discussed the issue of intellectual property – “who owns what?” Faculty or the customer? Joaquin advised that in the two cases IE developed, the intellectual property belongs to the company. Faculty are working with Joaquin and the organization to see if a “stripped down” version of the case can be created and used for future educational purposes.

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